

## PAIRS Launch Successful Call to Action Issued

On February 15, 2005, Parents and Adults Inspiring Reading Success (PAIRS) was successfully launched. A teleconference was held at 1:00 pm to accommodate newspaper partners, as well as non-daily newspapers covering the story.

Jo Anne Anderson, EOC Executive Director, moderated the panel discussion that centered on the genesis of PAIRS and the involvement of the newspapers and affiliate partners. Harold Stowe, an EOC member who has been instrumental in shaping the vision of PAIRS, spoke about the history of PAIRS and the need for urgent action in reading. As Stowe stated, "research and experience confirm that positive influences on student achievement occur, not only in the classroom, but through extra-curricular and informal learning experiences." Stowe explained that PAIRS had emerged as a result of community meetings the EOC held in each of the 46 counties.

Harry Miley, President of Miley and Associates in Columbia, explained a study he authored that found that there is an almost 1-to-1 correlation between eighth grade reading proficiency on the Palmetto Achievement Challenge Test (PACT) and graduation rates. Reading is the foundation for learning and it is directly linked to success in school. Miley also touched on the fact that an increase in high school graduates would be positive economically for SC, as additional graduates translate into higher earning potential and a more skilled workforce.

Following Miley, Cathy Hughes, Publisher of the *Orangeburg Times and Democrat*, spoke about the involvement of the daily newspapers with PAIRS. "In a nutshell," said Hughes, "the role of the newspapers is to provide a face to PAIRS and serve as a local conduit for all of the individuals in the



Ann Caulkins, Publisher of *The State* participated in the PAIRS Kickoff, held February 15, 2005, at the Columbia Bethlehem Community Center.

*Launch, continued on page 2*



(left) The children participating in the afterschool program at the Columbia Bethlehem Community Center, provide the entertainment for the PAIRS kickoff.

# PAIRS Visits the SC Book Festival

The South Carolina Book Festival, Columbia's annual opportunity to soak up all things literary, was held February 19-20, 2005. What better place to talk about reading and a new initiative designed to encourage and support the achievement of grade level reading literacy for every child in South Carolina, right?

PAIRS was pleased to be an exhibitor at the SC Book Festival, an event sponsored by the SC Humanities Council. Barbara Taylor Bradford, best-known for her 1976 novel, *A Woman of Substance*, headlined the festival on Saturday, and a number of sessions were held throughout the weekend on literary topics.

The weekend was successful – a number of contacts were made with potential affiliates, partners, and volunteers.



The PAIRS Booth, at the 2005 SC Book Festival. The two-day event was held February 19-20, 2005, at the Columbia Convention Center.

*Launch, continued from page 1*

community who say to us, 'We want to help. Please tell us how.' There is something we can ALL do. We can promote reading and literacy through becoming tutors, becoming mentors, or just simply encouraging reading in our own homes. Reading can open up so many worlds for us all, particularly young people."

Lena Stevenson, Executive Director of the Columbia Bethlehem Community Center, capped off the panel, explaining the involvement of affiliate programs to PAIRS. "Without the ability to read, we lose these bright individuals far too early," Stevenson explained. "As an affiliate of PAIRS, we commit to the beliefs that reading is essential for success in school and in life and young people learn best when nurturing, caring adults provide motivation and support."

At 2:30 pm, the PAIRS kickoff celebration was held at the Columbia Bethlehem Community Center. Ann Caulkins, Publisher of *The State* and Chair of the PAIRS Advisory Board, joined the group, speaking about the natural partnership between the newspapers and PAIRS. The children who attend the afterschool program at Columbia Bethlehem Center performed following the news conference.

Media coverage for the launch was significant, both from a news and editorial perspective. We are in the process of loading coverage from the kickoff on the PAIRS website at [www.SCPAIRS.org](http://www.SCPAIRS.org).

**Do you know of a group who would like to learn more about PAIRS?**

Please contact Dana Yow, at (803) 734-6167 or via e-mail at [danay@eoc.state.sc.us](mailto:danay@eoc.state.sc.us).

Please visit the PAIRS website at [www.SCPAIRS.org](http://www.SCPAIRS.org) for a current list of affiliates

## PAIRS Affiliate Spotlight

### Columbia Bethlehem Community Center Columbia, SC

#### Parent – School – Community: The Pyramid of Success

The Columbia Bethlehem Community Center is a 501-C (3) non-profit organization providing services and programs for children and families in the Edgewood and surrounding communities in Richland County, Columbia, South Carolina. The center provides a safe place where students can continue learning in a nurturing environment.

The center offers various activities for children, including homework assistance, tutoring in reading, math, and spelling, as well as character education and life skills. Their programs carry the name “HOOK”, an acronym for Helping Our Own Kids. Many of the children served by the center are students at Carver-Lyon Elementary School.

The Center had its beginning in 1939. The concern of Mrs. Julian Webb (1908-2001), a member of the William Capers Class of Washington Street United Methodist Church, started the wheels turning. Mrs. Webb had a housekeeper who took care of her twins, but had to leave her own two children locked up in her home, because she could not afford to pay anyone to keep them while she worked.

Mrs. Webb reported this condition and the conditions of the under-privileged women to her Sunday School Class and the Women’s Missionary Society (now the United

Methodist Women.) The women decided something had to be done to alleviate this problem and similar conditions. There were no facilities in Richland County to care for these children while their mothers worked and numerous families were faced with the similar situations. Rev. J. Claude Evans, then Associate Pastor of Washington Street, reported the interest of the church to the Black Ministers of Columbia. The project was heartily endorsed and at the Annual Conference of the Missionary Council of the Methodist Church of South Carolina, a request was made for funds for the Bethlehem Center.

World War II interrupted plans for the Center, but in October 1945, properties at the current location of the Bethlehem Center were purchased with money appropriated by the Women’s Division of the United Methodist Church.

The center operates under the mission, Parent – School – Community: The Pyramid of Success. PAIRS is pleased to recognize the Columbia Bethlehem Community Center as an Affiliate Member. For more information about the Center, contact Lena Stevenson, Executive Director, at 803-254-8385.

## PAIRS Featured on “Speaking of Schools”

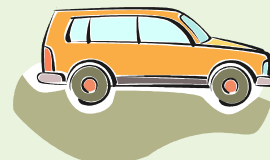


Doug Keel, the host of SC ETV’s radio program, “Speaking of Schools,” interviewed Dana Yow, EOC Director of Communications and Community Involvement, about the PAIRS initiative on Monday, March 7. Keel questioned Yow about the impact of reading proficiency to graduation rates and how PAIRS fits in. Yow discussed the potential synergy that exists in South Carolina if everyone already doing something in reading and persons interested in helping out came together focused on a common goal.

The PAIRS segment of “Speaking of Schools” is scheduled to air statewide Monday, March 14, 2005, from 6:30 pm to 7:00 p.m.

## Around the State in Two Weeks

February 1-10, 2005, Jo Anne Anderson, EOC Executive Director; Dana Yow, EOC Director of Communications; and a number of EOC members were fortunate to have the opportunity to meet with each of the Editorial Boards of the PAIRS newspaper partners. We thank the Editorial Boards of *The State*, *Greenville News*, *Union Daily Times*, *Rock Hill Herald*, *The Sun News*, *Spartanburg Herald-Journal*, *Greenwood Index-Journal*, *Charleston Post and Courier*, *Orangeburg Times and Democrat*, *Florence Morning News*, *Island Packet*, *Beaufort Gazette*, *Seneca Daily Journal*, *Anderson Independent-Mail*, and *Aiken Standard*, for welcoming us.



# PAIRS Points to Remember

April 1, 2005	Affiliate Summit Workgroup Meeting EOC Office, Columbia
April 2005	<i>Affiliate Resource Guide</i> to Mailout
May 27, 2005	PAIRS Advisory Board Meeting
October 2005	PAIRS Affiliate Summit Location, Date TBA

If your program needs a copy of the PAIRS logo for use in printed materials and on the web, please contact Shellie Allen at (803) 734-5036 or via e-mail at [sallen@eoc.state.sc.us](mailto:sallen@eoc.state.sc.us).

PAIRS  
PARENTS & ADULTS INSPIRING READING SUCCESS

PO Box 11867  
Columbia, SC 29211

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## PAIRS Advisory Board

Sara Borton, Publisher, *Island Packet*,  
Beaufort Gazette  
Steven Brandt, Publisher, *Greenville News*  
Kim Buckner-Land, *Spartanburg Herald-Journal*  
Valerie Canepa, Publisher, *Rock Hill Herald*  
Ann Caulkins, Publisher, *The State, Chair*  
William Collins, *Greenwood Index-Journal*  
Fred Foster, Publisher, *Anderson Independent-Mail*  
Cathy Hughes, Publisher, *Orangeburg Times and Democrat*  
Scott Hunter, Publisher, *Aiken Standard*  
Milton Miles, *The Sun News*  
Michael Miller, Publisher, *Florence Morning News*  
Jack Osteen, *Sumter Item*  
Anthony Summerlin, Publisher, *Union Daily Times*  
Larry Tarleton, Publisher, *Charleston Post and Courier*  
Joni Weerheim, Publisher, *Seneca Daily Journal*



## PAIRS Affiliate Spotlight

# PINK House: Product of Charleston Visionary

In the late 1990s, Reverend Christian King worked with young people in her home church, located in her North Charleston community. Having young children herself, she loved to work with children in Bible study sessions. Her teachings were made difficult by the fact that many of the young people she was teaching could not read.

"I could not teach Biblical principals to kids who could not read," said King. Early on, she realized she was faced with a challenging set of circumstances. She refers to this as her "baptism" and since that time, has worked to helped children learn to read.

Reverend King is the Executive Director of the PINK House, an afterschool program located in North Charleston. The PINK House is an outreach arm of Lowcountry Christian Center, Seventh Day Baptist, where Reverend King is Associate Pastor. The program, which opened in January 1999, serves between 55 and 60 children during the school year. In addition, they operate a full-day program during the summer months.

"The number of children served depends on our volunteer base. We look for a low student-teacher ratio to help guide these children and build on their literacy needs," said Reverend King.

Finding adult volunteers and transportation are the two biggest challenges facing the program, according to King. There are a number of retired individuals in the community served by the program but King states it has been hard to engage a population she initially thought would welcome the opportunity to volunteer. Looking for unique ways to involve people who live in the surrounding community is a priority for the PINK House in the coming months.

The original volunteer base for the PINK House was a team of Americorps volunteers provided to the center from a grant. Americorps' initial work within the PINK House was the first time Americorps had been in a community start-up program. Presently, the PINK House relies on work-study volunteers from local institutions of higher learning, as well as individuals who wish to help. Many of the tutors are organized into teams, known as "Team Tutors." The center works around the schedules of individual volunteers but consistency is stressed so that relationships can be formed and forged. The program is applying for



Reverend Christian King, Executive Director of the PINK House (back row, second from left), is surrounded by some of her students.

*Created in 1993, AmeriCorps is part of the Corporation for National and Community Service. AmeriCorps members serve through more than 2,100 nonprofits, public agencies, and faith-based organizations nationwide. They tutor and mentor youth, build affordable housing, teach computer skills, run after-school programs, and help communities respond to disasters. To learn more about AmeriCorps and their funding opportunities, go to [www.americorps.org](http://www.americorps.org) or call 1-800-942-2677.*

*PINK House, continued from page 1*

another Americorp team to begin identifying home-based day care centers in the area, to work with them on introducing literacy to young children.

The reading program at the PINK House is centered on the belief that developing good listening and speaking skills are critical in the development of good reading skills. "You must have a good solid background in these areas," stated King. The program uses a reading tool called Reading Soul Mates, which focuses on older children reading to younger children. A pair reads a book and then gives a presentation about the book to the larger group. The teaching tool King uses is a product called ReadingKey, produced by Tampa Reads. The components of the program are phonics based.

Team tutors who work within PINK House are working on a number of projects for children within the community. They are involved with working with 4-year-olds, reading nursery rhymes and short stories. In addition, they are surveying parents, local churches, and employers, assessing the literacy needs of the community. Long-term plans include developing home literacy kits and promoting technology.

The vision Rev. King had for the PINK House almost never took shape because of resistance from the community the program serves. During the zoning process, the facility was zoned as a daycare because there was not another category it fit into. "Some in the community thought we had an ulterior motive. They believed we were a money-making entity and it took persistence and determination to make this a reality," said Reverend King.

Reverend King also initially ran into opposition from local churches. When she initially decided to put her plan into motion, she went to some of the area churches in search of a facility. For many in the community, the church is the second home. She couldn't make it work because of details. "I thought surely these churches will jump on board since this is about helping children. I will provide the resources; all I need is a facility," said King. At that point, she purchased the house, now known as the PINK House, with personal funds.

King chose the community because she had a good relationship with James Chapel AME, which sits across the street from the house. She also chose the community because of its high need. "A snapshot of this community is a single female with 2+ kids, 2 or more jobs, no benefits, and a salary under \$12,000," King said.

King's persistence and determination are seen on the faces of the children her program serves. She stresses that children not be forced to come to the PINK House. They make the decision to come but they agree to abide by the rules of the program, put in the form of a contract. When the child signs the contract, they shake on it.

*Do you have a similar story about setting up your program? What are the hurdles you had and how did you overcome them? Please let us know so we can share your story with others. Contact Dana Yow at [danay@eoc.state.sc.us](mailto:danay@eoc.state.sc.us), or 803-734-6164.*



## **PAIRS Affiliate Recognized by President Bush**

Tracey Ely, Director of Tutor Eau Claire!, a PAIRS Affiliate, was recognized for her volunteer and tutoring efforts by President George W. Bush, on his recent visit to Columbia. President Bush was in Columbia Monday, April 18, 2005, addressing the S.C. General Assembly.

Ely told WIS Channel 10, the NBC affiliate in Columbia, that the President thanked her for her volunteer work and recognized all of the volunteers in South Carolina.

# The PINK House Guidelines

*(reprinted with permission)*

Attending the PINK HOUSE is a privilege. You do not have to be here. We want to have students at the PINK House who care about their work and who want to improve. Kids who do respect their peers, their tutors, Reverend King, and anyone else at the PINK HOUSE do not have a right to be here.

We hope that you will care about and be respectful to your tutors, and work hard every day. If you do, the only reason your tutor will ever go to Reverend King is to tell her how well you are doing! But if your tutor has to tell Reverend King that you are not being respectful or working hard, you will have to have a meeting with Reverend King and your parents will be contacted as well. You might have a suspension from the PINK HOUSE, and you might not be allowed to come back at all.

**The PINK HOUSE is our place to learn and grow and we need to take care of it and each other.**

**Remember:**

**NO: Running, Fighting, Stealing, Lying, Gum!**  
**YES: Share, Manners, Respect, Work Hard, Have Fun!**

Please sign and date the part below and keep the guidelines for yourself! Thank you from the PINK HOUSE!

**I have read and understand the above Guidelines.**

Your name: \_\_\_\_\_

Date: \_\_\_\_\_

## PAIRS Affiliates *(updated 4/19/05)*

Barnwell County First Steps  
Partnership  
Blackville, SC

Bethlehem Community  
Center  
Columbia, SC

Ms. Dorothy Bostic  
Pamplico, SC

Ms. Mary Ann Collins  
Pamplico, SC

Communities in Schools of  
Dillon County  
Latta, SC

Del Webb's Sun City  
Reading Program  
Bluffton, SC

Diva International  
Columbia, SC

Dunbar Child Development  
and Family Learning Center  
Greer, SC

Ms. Lenore Eaddy  
Johnsonville, SC

Ms. Pat Erb  
Florence, SC

Eva P. Trezevant Memorial  
Resource Center, Inc.  
Columbia, SC

Greater Columbia Literacy  
Council  
Columbia, SC

Mr. Langston Guiles  
Pamplico, SC

HopeInChrist Ministries, Inc.  
Columbia, SC

Lapsits for Early Literacy  
Greenville, SC

Leer to Art  
Columbia, SC

Mr. Eddie Lesaine  
Pamplico, SC

Miss Ruby's Kids  
Pawley's Island, SC

Ms. Nancy Hayes  
Scranton, SC

New Horizons  
Hollywood, SC

New Light Missionary  
Baptist Church  
Summerton, SC

P.I.N.K. House  
Charleston, SC

Ms. Hariett Poston  
Pamplico, SC

Reach out and Read-South  
Carolina  
Columbia, SC

Mr. Rufus Snead  
Florence, SC

Ms. Madeline Thompson  
Florence, SC

Ms. Dollee Turner  
Pamplico, SC

Tutor Eau Claire!  
Columbia, SC

21<sup>st</sup> CCLC Batesburg-  
Leesville Middle Afterschool  
Program  
Batesburg, SC

Ms. Alma Winston  
Pamplico, SC

# PAIRS Dates to Remember

April / May 2005	<i>Affiliate Resource Guide Published</i>
May 27, 2005	PAIRS Advisory Board Meeting (Daily Newspapers)
October 2005	PAIRS Affiliate Summit Location, Date TBA

If your program needs a copy of the PAIRS logo for use in printed materials and on the web, please contact Shellie Allen at (803) 734-5036 or via e-mail at [sallen@eoc.state.sc.us](mailto:sallen@eoc.state.sc.us).

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Jack Osteen, *Sumter Item*  
Anthony Summerlin, Publisher, *Union Daily Times*  
Larry Tarleton, Publisher, *Charleston Post and Courier*  
Joni Weerheim, Publisher, *Seneca Daily Journal*



## PAIRS Affiliate Summit Scheduled for October 2005

Please mark your calendar! The first annual PAIRS Affiliate Summit is scheduled for Saturday, October 15, 2005, in Columbia. The day-long event will bring together PAIRS Affiliates and interested persons to discuss best practices in effective extended learning programs. The goal is to inform, encourage, and inspire one another in our ultimate mission of improving reading proficiency and ensuring the success of South Carolina's children.

In addition to providing invaluable networking opportunities among participants, it will be a day for publicly recognizing the many organizations and individuals who continue to work with our youth to achieve reading success, thereby promoting community giving and volunteerism in our communities.

The following sessions are planned for the Summit:

### **Literacy Development for Upper-Grade Students**

- ♦ How to Engage the Hard-to-Engage Child
- ♦ Engaging the Faith Community
- ♦ Analysis of Reading Techniques

### **Preparation and Support for Reading Programs**

- ♦ The Importance of Good Communication: Bringing Students, Program Staff, Teachers and Parents Together in a Program
- ♦ Techniques and Strategies to Train volunteers
- ♦ Getting Started: Setting up an Effective Program

### **The Role of the Media**

- ♦ Tips on Dealing with the Media: Tips from the Experts

### **Beating the Odds in Teaching Children to Read: Lessons from Effective Programs**

## SAVE THE DATE



**Building Achievement:**  
*Moving South Carolina's Students Toward  
Reading Success*

### **PAIRS First Annual Affiliate Summit**

**Saturday, October 15, 2005**

**The South Carolina Archives  
and History Center  
Columbia, South Carolina**

**Please plan on joining us for what proves to be an informative  
and inspirational Summit!**

**Registration materials are forthcoming by mail.**

**If you have questions or suggestions about the Summit, please feel free to  
contact Dana Yow at (803) 734-6164 or danay@eoc.state.sc.us.**

# PAIRS Partners with AME Church and Allen University



***Larry Wilson, former EOC member and Allen University board member, speaks during the June 16 news conference announcing partnership.***

***Bob Staton, EOC Chairman, and Harold Stowe, EOC member, also spoke at the news conference.***

On June 16, 2005, officials with the Seventh Episcopal District of the African Methodist Episcopal (AME) Church, Allen University, and PAIRS announced a partnership to develop a comprehensive training within the more than 600 South Carolina AME Churches, focused on enhancing reading skills for students through building adult /child relationships and reinforcing the importance of high achievement.

Founded in 1870 by the AME Church, Allen University is the oldest historically Black university in South Carolina to be established by African Americans. It is located in Columbia.

*Key points of the partnership include:*

- Development of the Allen University Reading Initiative, to initiate, support, and evaluate church-based reading programs, to enhance the reading proficiency of students in grades one through eight;
- Implementation of the Phase I pilot program in 14 AME churches in Summer 2005; and
- Integration of a nutrition component to ensure that children are provided healthy snacks or meals during activities.

The Right Reverend Preston Warren Williams, II, presiding bishop of the Seventh Episcopal District AME Church spoke at the June 16 press conference, held on the campus of Allen University. Bishop Williams called upon churches to become an extension of learning for students, and reinforce reading skills.

The Bishop stated, “given the scrutiny currently placed upon South Carolina’s schools, it is important for us all to note that the full measure of students’ success should be placed on work done in and out of the classroom.”

“We cannot solely place this burden upon teachers,” said Allen University President Charles E. Young. “They teach, but we should take a role in reinforcing what they learn.”

Bob Staton, Chairman of the EOC, spoke about the goals of PAIRS in terms of benefitting all South Carolinians. “Increasing the reading skills of young people and  
*(Partnership, continued on page 3)*



***Dr. Charles Young, Allen University President, discusses Allen’s commitment to the partnership.***

*(Partnership, continued from page 2)*

subsequently increasing our state's graduation rate to the national level would have an overwhelmingly positive impact on our state's economy. The partnership we have forged today is a positive step toward achieving so many of the goals we have set for South Carolina," said Staton.

Fourteen AME churches have been identified for the Phase I training phase of the Allen Reading Initiative. The initial training will be held on the campus of Allen University June 30 and August 6. Program implementation is set to begin September 2005.

For more information about the Allen Reading Initiative, contact Dr. Wanda Fernandopulle. She can be reached by phone at (803) 376-5964, or by e-mail at [wfernandopulle@allenuniversity.edu](mailto:wfernandopulle@allenuniversity.edu).

## **Allen University Reading Initiative**

### ***Churches Identified for Phase I Training***

Unity AME Church, *Holly Hill*  
Bethel AME Church, *Orangeburg*  
Greater Target AME Church, *Spartanburg*  
St. Stephen Circuit AME Church, *Hardeeville*  
St. Peters AME Church, *Walterboro*  
Greater Bethel AME Church, *Kingstree*  
Liberty Hill AME Church, *Summerton*  
Trinity AME Church, *Manning*  
Bethel AME Church, *Dillon*  
St. John AME Church, *Marion*  
Queen Chapel AME Church, *Hilton Head*  
Grace Chapel AME Church, *Beaufort*  
Mt. Zion AME Church, *Florence*  
Ebenezer AME Church, *Mullins*

## **PAIRS Affiliate Selected to Participate in Technology Donation Program**

In May, Dell Inc. and Gifts In Kind International, announced a new donation program providing refurbished Dell All-In-One printers to eligible nonprofits throughout the United States and Canada. Through its network of 450 Gifts In Kind® programs, Gifts In Kind International will distribute the printers as they become available from Dell.

The PINK HOUSE Community Development Center, a PAIRS Affiliate located in Charleston, has been selected to participate in distributing these printers to local nonprofit organizations. It is expected that approximately 50 cities will participate in this program in 2005.

The donation will provide assistance to educational programs for children from Kindergarten to the 12th grade, adult literacy efforts, job training, programs for the physically disabled and financially disadvantaged as well as other vital community services. The eligibility requirement for nonprofits is a current 501(c)(3) status or the equivalent status in Canada. Programs administered on Indian Reservations and in Title 1 schools are also eligible.

The Dell printer donation includes three different models that provide printing, copying and scanning capabilities. Two of the three-model feature fax capabilities. Each printer donation will include cabling, a color ink cartridge, and a black ink cartridge.

If you are interested in applying or if you have any questions regarding the Dell Used Technology Equipment donation program, please contact Rev. Christian King or Thelma Miller at 843-556-3486 or [pinkhouse@comcast.net](mailto:pinkhouse@comcast.net)

*All applications will be processed on a first-come, first-served basis, you will be notified of your application status, and if approved, pickup/distribution schedule.*



# PAIRS Dates to Remember

July 30, 2005	Allen Reading Initiative Phase I Training
August 4, 2005	PAIRS Advisory Board Meeting (Newspaper publishers)
August 6, 2005	Allen Reading Initiative Phase I Training
October 15, 2005	PAIRS Affiliate Summit Columbia, SC

If your program needs a copy of the PAIRS logo for use in printed materials and on the web, please contact Shellie Allen at (803) 734-5036 or via e-mail at [sallen@eoc.state.sc.us](mailto:sallen@eoc.state.sc.us).

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Joni Weerheim, Publisher, *Seneca Daily Journal*



## PAIRS First Annual Summit a Success

*"Building Achievement: Moving South Carolina's Students Toward Reading Success"*

The First Annual PAIRS Affiliate Summit, "Building Achievement: Moving South Carolina's Students Toward Reading Success" was very successful. Approximately 85 individuals, representing a range of programs and institutions, attended the event on Saturday, October 15, at the South Carolina Archives and History Center in Columbia.

Attendees of the summit participated in a number of breakout sessions focused on issues such as starting up an effective program; the importance of good communication; and nurturing engaged readers. Two panel discussions were held, which gave participants the opportunity to hear from successful programs as well as get tips for working with print media.

A highlight of the day was the keynote speaker, Ms. Dori Sanders. Ms. Sanders spoke of her life on her farm in York County as well as her life as an author. A true champion for children's literacy, Ms. Sanders was presented a "literacy jug", which she will display at her peach stand to collect money for her many literacy projects. She also sold copies of her books and personalized them for summit attendees.

Each summit attendee was also given a copy of the toolkit, "Creating Quality Out-of-School Time Programs in South Carolina: Techniques, Tools, & Strategies." The guides are a joint

*Inform, Encourage,  
and Inspire*



photo by Jo Anne Anderson

*Noted South Carolina author Dori Sanders informed, encouraged, and inspired us all.*

project with the South Carolina Afterschool Alliance (SCAA). Staff from the SCAA led a breakout session at the summit focused on the toolkit and the basics of starting up an effective program.

Overall, the summit was a success because it provided an opportunity for networking and sharing, in the true "spirit of PAIRS." It was a day of education, encouragement, and inspiration.



*Attendees participate in one of the six break-out sessions held during the First Annual PAIRS Summit, "Building Achievement: Moving South Carolina's Students Toward Reading Success."*

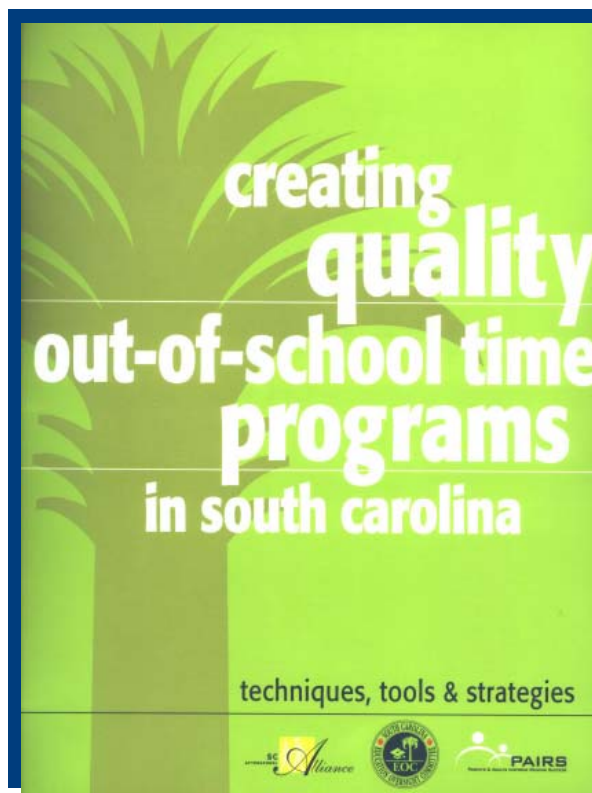


# Toolkit Unveiled at PAIRS Summit

“Creating Quality Out-of-School Time Programs in South Carolina: Techniques, Tools, and Strategies,” a collaborative project of PAIRS and the South Carolina Afterschool Alliance (SCAA), was unveiled October 15, at the PAIRS Summit. The guide is a comprehensive, current resource, which includes sample forms, templates, and advice on planning, designing, managing and evaluating a quality out-of-school program.

Copies of the guide were given to all summit attendees, and have been mailed to PAIRS Affiliates not able to attend the summit. The SCAA is planning on holding workshops centered on using the guide and we will update affiliates on these workshops when they are planned.

If you did not receive a guide or have questions concerning the guide, please contact Dana Yow at (803) 734-6164 or [danay@eoc.state.sc.us](mailto:danay@eoc.state.sc.us).



## *Creating Quality Out-of-School Time Programs in South Carolina: Techniques, Tools, and Strategies*

### *Contents At A Glance*

- **Program Design and Planning**
- **Quality Program Implementation**
- **Evaluation**
- **Reading**
- **Specialized Areas & Programs**
- **Additional Resources**
- **Forms & Templates**

## USC announces literacy initiative, PAIRS partners

University of South Carolina officials launched a \$6 million campaign in September to eliminate illiteracy across the state through a three-pronged initiative that targets young children, adults and teachers.

Called “Children, Libraries and Literacy,” the effort will tap into USC’s research, training and teaching mission and be spearheaded by the university’s top-ranked School of Library and Information Science.

The USC initiative is designed to enhance existing literacy programs, provide literacy research specific to South Carolina and train teachers and daycare workers, parents and others. PAIRS joins other organizations such as First Steps in partnering with this important initiative.

Initially, it will target children ages birth through third grade and their families.

*(Partnership, continued on page 3)*

(Partnership, continued from page 2)

Specifically, the initiative will do the following:

- create a statewide outreach program that will be called the S.C. Center for Children's Books and Literacy and establish a satellite center at the Child Development and Research Center at USC;

- launch a ReadMobile, a traveling exhibition to critical areas in the state to encourage families to read and connect them with services at their local library; and
- fully endow USC's Augusta Baker Chair in Childhood Literacy.

## Allen Reading Initiative Director Issues Challenge to Colleagues, Students



*Dr. Wanda Fernandopulle, Director of the Allen Reading Initiative, speaks with participants at the PAIRS Summit.*

At the PAIRS Summit, Dr. Wanda Fernandopulle, Director of the Allen Reading Initiative, led a breakout session on engaging the faith community. Her session focused on meeting the needs of students, particularly African American students and creating a social climate for change. Dr. Fernandopulle addressed how African Methodist Episcopal (AME) churches have historically provided an educational foundation for upward mobility.

Dr. Fernandopulle further addressed current trends among African American students and how families and communities can create learning environments. She addressed the need to set high standards for students and the consequences of educational deprivations.

In her session, Dr. Fernandopulle also spoke about Dr. Ben Carson, a world-renowned African American male neurosurgeon. She stated that role models like Carson must be revealed to inspire students to "think big" despite

economic and educational barriers. As a continuation from the PAIRS Summit, Dr. Fernandopulle personally donated Carson's (1990) book, *Gifted Hands*, to 14 African Methodist Episcopal Churches (AME) in the Seventh Episcopal District in an attempt to help increase literacy in South Carolina.

Dr. Fernandopulle has also challenged the faculty, staff and students of Allen University to purchase books for the faith-based programs in the Allen Reading Initiative. The goal is to collect **140** books for young readers. Book donors will be registered and highlighted in an upcoming Allen University academic publication. During the Thanksgiving holidays, the books will be sent to each AME church.

For more information about the book drive, please contact Dr. Fernandopulle at (803) 376-5964.

### Of Note

- On Wednesday, October 19, PAIRS and the South Carolina Education Oversight Committee (EOC) were honored at the SC Afterschool Alliance's Annual *Lights On Afterschool* March.
- Ann Caulkins, Publisher of *The State* and Chair of the PAIRS Advisory Board announced she will become the Publisher of the *Charlotte Observer*, in January 2006. We wish Ms. Caulkins well and thank her for her continued support of PAIRS.





*Ms. Chantelle Harley, Instructor of Music at Allen University, treated Summit attendees to her extraordinary vocal talents.*

## PAIRS Dates to Remember

*Thursday, January 26, 2006*

**PAIRS Advisory Board Meeting (Newspaper publishers)**

*Thursday, May 18, 2006*

**PAIRS Advisory Board Meeting (Newspaper publishers)**

*Please consult the PAIRS website at [www.SCPAIRS.org](http://www.SCPAIRS.org) for updated information.*

*If your program needs a copy of the PAIRS logo for use in printed materials and on the web, please contact Dana Yow at (803) 734-6164 or via e-mail at [danay@eoc.state.sc.us](mailto:danay@eoc.state.sc.us).*

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*News*

Jack Osteen, *Sumter Item*

Anthony Summerlin, Publisher, *Union Daily*

*Times*

Larry Tarleton, Publisher, *Charleston Post*

*and Courier*

Joni Weerheim, Publisher, *Seneca Daily*

*Journal*

## Greenwood Program Focuses on Polishing Young Boys Into Successful Men

### PAIRS Affiliate Spotlight

A teacher at an alternative school in Newberry, a young William Moore saw a trend develop in many of the young men he taught. The students in his ninth grade class would become discipline problems whenever he asked them to read.

"I witnessed a ninth grade boy hide behind a door when I asked him to read." As Moore spent more time with his students, he realized many of them could not read and they were attempting to divert his attention away by behaving badly.

As the current senior pastor of Tabernacle Baptist Church, in Greenwood, SC, Dr. Moore is continuing his mission to polish young boys to become successful men. Dr. Moore is the founder and operator of DIAMONDS, an afterschool program housed at the church. The program, which became operational in December 2005, focuses on meeting the needs of young men in the community, who are being raised in single-parent homes.

"These boys are falling through the cracks," stated Dr. Moore, who was raised in a single-family home by his mother. "They need a place to go and we provide it for them." The program serves around 25 boys, specializing in mentoring, tutoring, homework help, behavior modification, parent/child relationship enhancement, and creative arts. Dr. Moore and his staff work with local schools and the SC Department of Social Services (DSS) who refer young men to the program.

The weekly program is an outgrowth of a summer camp Moore began in 2002 for the inner-city children of Greenwood. Members of the church volunteer as tutors for the children in the afternoons. The church is dedicated to the program, donating all of the start-up funds from the church mission fund.

"We did this out of faith," said Dr. Moore.



*Dr. William Moore, leader of the DIAMONDS program, gives program participants instructions for the day.*

Although academics are primarily stressed, behavior is a key component of the DIAMONDS program. Dr. Moore and his staff do not tolerate behavior problems in the program or at school. Regular communication with teachers and weekly visits to local schools allow Moore to keep track of the boys in his program.

"I want to make these young men leaders in the classroom. We cannot ignore the needs of these children," said Dr. Moore.

Fridays are fun days for the young men in the DIAMONDS program. Flag football and movies are recent activities. "We stress academics but on Fridays we stress fatherhood initiatives -- giving the boys an opportunity to have some fun," said Dr. Moore. Occasionally, the boys participate in "Formal Friday," dressing up and using their good manners at a local restaurant. Students who have had behavior infractions during the week do not get to enjoy Friday activities.

Teachers and parents are excited about the work of the DIAMONDS program. Kathy Thomas, a parent of a young man in the

*(DIAMONDS, continued on page 2)*



(DIAMONDS, continued from page 1)

program, said the program came around at the right time for her and her son.

"I have recently lost my husband and this program has been a lifesaver for me," said Thomas. She stressed the need for the community and volunteers to keep programs like DIAMONDS in operation for children in need.

Dr. Moore said his program needs three things: funding, books, and computers. The children receive homework help and tutoring from workbooks donated by local schools. Rulers, pencils, and calculators are donated but students must sign the items out each day and return them before they leave.



*The young men in the DIAMONDS program begin a writing assignment.*

Moore has big plans for the future of DIAMONDS, hoping to expand into a larger space and get a van to transport the boys.

*For more information about the DIAMONDS Program, call 864-341-4749.*

## Of Note

- Congratulations to the Allen Reading Initiative. In December, Dr. Wanda Fernandopulle, Director of the Initiative, challenged faculty, staff, and students of Allen University to a book drive. They met their goal of 140 books. These books were sent to church programs in Phase I of the initiative. The work of the initiative and Dr. Fernandopulle, a Florence native, were featured in a recent issue of the *Florence Morning News*.

- Congratulations to Trinity AME Church's Reading Program, one of the Phase I Allen Reading Initiative Programs. The program was awarded a youth initiative mini-grant of \$1,000 from Clarendon County Turning Point.

***Do you have information to share with PAIRS Affiliates? We encourage you to send us this information. Please call Dana Yow at (803) 734-6164 or e-mail Dana at [danay@eoc.state.sc.us](mailto:danay@eoc.state.sc.us).***

## Affiliate Updates

- Plans are underway for the second annual PAIRS Summit this fall. What are some topics you would like to see presented at this year's summit? Send us your feedback. Contact Dana Yow at (803) 734-6164 or [danay@eoc.state.sc.us](mailto:danay@eoc.state.sc.us).

- The PAIRS Program Reporting Form is located within the Forms and Templates section of "Creating Quality Out-of-School Time Programs in South Carolina: Techniques, Tools, and Strategies." We need your input on this short form! We are preparing to mail this form out under separate cover. Please assist us as we look to gather information from affiliates.

- We have not forgotten about the online PAIRS forum! It is a more involved project than we initially thought. We are working with the Chief Information Office (CIO) of State government and will provide further updates as we have them. We thank everyone for their patience!



# Reading outside the book

*Here are some ways to encourage children to read outside the book!*



## Newspapers

Many newspapers have sections written for children. These sections appeal directly to children and contain stories, learning links, jokes, comments and more. Also, keep an eye out for articles that might relate to your

child's specific interests. Sections about cars, movies, music, travel and technology may be aimed at adults, but children might get drawn in, too.

## Magazines

Magazines for children or preteens might seem fluffy. But if they keep your children reading, the benefits might make up for the lack of substantive content. Children often identify with the tone and subject matter of magazines, and the articles hold their attention.

## Cookbooks

Cooking is a good opportunity to get children reading. Give them a cookbook and a pack of Post-Its, and let them pick out several recipes they'd like to try.

## Brochures

Are you going on a special vacation? Or do you just wish you were? Get brochures for destination spots, tourist attractions and theme parks. Let children read the brochures and get excited about potential adventures.

## Song lyrics

Children love music. Your child may have already found the liner notes in the CDs, but encourage them to read along as they listen to songs. Also, children can search for lyrics online and sometimes learn about the songwriters' stories behind the songs.

## Instructions

If you purchase a product with instructions, have children read them to you. Who knows, the children might understand the instructions better than you!

## Catalogs

These can be a great option if a child is exploring a particular interest. From soccer, to bedroom furniture, to clothes, catalogs have concentrated information on topics that turn the heads of children.

*Source: Reading is Fundamental (RIF)  
1825 Connecticut Ave., NW, Suite 400, Washington, DC  
20009 (1-877-RIF-READ)*



*Are you interested in receiving class sets of newspapers for your program to use?*

Many of the daily newspapers in South Carolina have Newspapers in Education (NIE) programs. NIE provides newspapers, learning programs and online activities to classrooms and educational organizations throughout South Carolina's communities to help foster literacy and real world learning.

PAIRS would like to gauge the interest of incorporating NIE resources into Affiliate programs. Please contact Dana Yow at (803) 734-6164 or [dyow@eoc.state.sc.us](mailto:dyow@eoc.state.sc.us) if you are interested in incorporating newspapers into your program.

# PAIRS Dates to Remember

*Monday, March 26-28, 2006*  
SC Afterschool Alliance Annual Conference

*Thursday, May 18, 2006*  
PAIRS Advisory Board Meeting (Newspaper publishers)

*Thursday, September 14, 2006*  
PAIRS Advisory Board Meeting (Newspaper publishers)

*Thursday, January 11, 2007*  
PAIRS Advisory Board Meeting (Newspaper publishers)

*Please consult the PAIRS website at [www.SCPAIRS.org](http://www.SCPAIRS.org) for updated information.*

*If your program needs a copy of the PAIRS logo for use in printed materials and on the web, please contact Dana Yow at (803) 734-6164 or via e-mail at [danay@eoc.state.sc.us](mailto:danay@eoc.state.sc.us).*

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Valerie Canepa, Publisher, *Rock Hill Herald*  
Ann Caulkins, Publisher, *The State, Chair*  
William Collins, *Greenwood Index-Journal*  
Fred Foster, Publisher, *Anderson Independent-Mail*  
Cathy Hughes, Publisher, *Orangeburg Times and Democrat*  
Scott Hunter, Publisher, *Aiken Standard*  
Milton Miles, *The Sun News*  
Michael Miller, Publisher, *Florence Morning News*  
Jack Osteen, *Sumter Item*  
Anthony Summerlin, Publisher, *Union Daily Times*  
Larry Tarleton, Publisher, *Charleston Post and Courier*  
Joni Weerheim, Publisher, *Seneca Daily Journal*

## Second PAIRS Affiliate Summit Scheduled for October 2006

Please mark your calendar! The second annual PAIRS Affiliate Summit is scheduled for Saturday, October 14, 2006, at the Greenville Marriott in Greenville, SC. The day-long event will bring together PAIRS Affiliates and interested persons to discuss best practices in effective extended learning programs and literacy lessons. The goal is to inform, encourage, and inspire one another in our ultimate mission of improving reading proficiency and ensuring the success of South Carolina's children.

In addition to providing invaluable networking opportunities among participants, it will be a day for publicly recognizing the many organizations and individuals who continue to work with our youth to achieve reading success, thereby promoting community giving and volunteerism in our communities.

*The following sessions are planned for the summit:*

- **Fundamentals of Grantwriting: An Introduction to Seeking a Grant for Your Program**
- **Where Have All the Funders Gone?**
- **Read and Rejoice: Engaging the Faith Community in Literacy Efforts**
- **Using Newspapers Effectively in Your Extended Learning Time Program**
- **Building an Age-appropriate Library for Your Program**
- **Getting Started: Setting Up and Managing an Effective Program**
- **Libraries and Literacy**
- **Creative Ways to Bring Books to Life**
- **Incorporating Technology in the Teaching of Reading**
- **Community Efforts in Family Literacy**
- **What Works When Children Struggle to Read?**

Please plan on joining us for what proves to be another informative and inspirational Summit!

Registration materials are forthcoming by mail.

If you have questions about the Summit, please feel free to contact Dana Yow at (803) 734-6164 or [danay@eoc.state.sc.us](mailto:danay@eoc.state.sc.us).

## SAVE THE DATE

*A Way With Words  
Inspiring South  
Carolina's Students  
Toward Reading  
Success*

**PAIRS 2nd Annual  
Affiliate Summit**

**Featuring Keynote  
Speaker  
Author Ron Rash**



Photo by Mark Haskett, WCU

**Saturday,  
October 14, 2006**

**The Greenville Marriott  
Greenville, South Carolina**

# Spotlight on Ron Rash, the 2006 PAIRS Summit Keynote Speaker

Ron Rash's family has lived in the southern Appalachian Mountains since the mid-1700s, and it is this region that is the primary focus of his writing. Rash grew up in Boiling Springs, North Carolina, and graduated from Gardner-Webb College and Clemson University. He holds the John Parris Chair in Appalachian Studies at Western Carolina University. In 1994 he was awarded an NEA Poetry Fellowship and won the Sherwood Anderson Prize in 1996. In 2001 he won the Novella Festival Novel Award and in 2002 was awarded Foreword Magazine's Gold Medal in Literary Fiction for his novel *One Foot in Eden*. The novel was named Appalachian Book of the Year. In 2005, his novel, *Saints at the River* (Henry Holt), was named Fiction Book of the Year by both the Southern Book Critics Circle and the Southeastern Booksellers Association. In March of 2005, he was given the James Still Award by the Fellowship of Southern Writers. In 2005, he also won an O. Henry award for his story "Speckled Trout." His poetry and fiction have appeared in over one hundred journals, magazines, and anthologies. His other books include: *The Night The New Jesus Fell to Earth* (short stories, Bench Press), *Casualties* (short stories, Bench Press), *Eureka Mill* (poetry, Hub City Writers Project), and *Among the Believers* (poetry, Iris Press), and *Raising the Dead* (poetry, Iris Press). His third novel, *The World Made Straight*, was published by Henry Holt in April, 2006.

## Ron Rash Works

### Novels

"One Foot in Eden" (Picador, 2002)

"Saints at the River" (Henry Holt, 2004)

"The World Made Straight" (Henry Holt, 2006)

### Children's book

"The Shark's Tooth" (Find the Shark's Tooth Inc., 2001)

### Poetry

"Eureka Mill" (Bench Press, 1998; Hub City Writers Project, 2001)

"Among the Believers" (Iris Press, 2000)

"Raising the Dead" (Iris Press, 2002)

### Short stories

"The Night The New Jesus Fell to Earth" (Bench Press, 1994)

"Casualties" (Bench Press, 2000)

### Awards

Academy of American Poets Prize, 1986

National Endowment for the Arts poetry fellowship, 1994

Sherwood Anderson Award, 1996

Novello Festival Press Literary Award, 2002, for *One Foot in Eden*

Fellowship of Southern Writers' James Still Award for Writing of the Appalachian South, 2004.

O. Henry Prize, 2005, for the short story "Speckle Trout."

Weatherford Award for Fiction presented by the Appalachian Studies Association and Berea College for *Saints at the River*, 2005

Southeast Booksellers Association Award for Best Work of Fiction, 2005

Southern Book Critic Circle Award, 2005

## Get a Head Start on Holiday Gift-Buying (or treat yourself!)

The Open Book, an independent bookstore in Greenville, SC, will operate a table at the summit to sell Mr. Rash's books. Following his talk, Ron Rash has agreed to hold a book signing for summit attendees.



## PAIRS Affiliate Showcase Poster Session

PAIRS invites you to submit a poster showcasing what you are doing within your program involving literacy. Posters will be displayed at the PAIRS Summit on Saturday, October 14, 2006, and will provide summit attendees with the opportunity to learn about initiatives and practices that are making an impact in the literacy component of your programs.

Posters should be put on standard poster paper, dimensions 22" x 28". Lettering should be simple, bold, and easily legible from a distance of three feet.

A suitable, sturdy back for each poster will be provided by PAIRS. Be sure to include the name of your program and contact information on the back of your poster. Also, please use caution when shipping your poster so that they do not arrive folded.

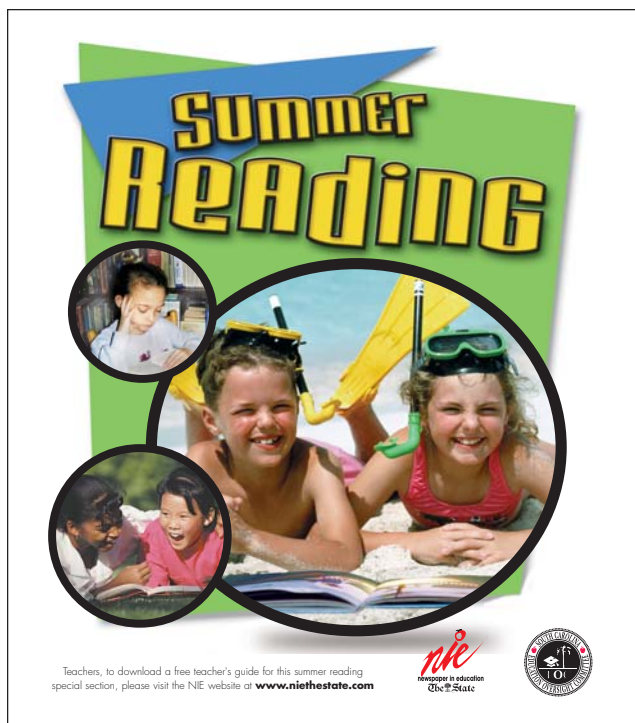


A team of literacy professionals will judge posters on the following four criteria: visual attractiveness, quality of information, relevance, and originality. Awards will be presented at the PAIRS Summit.

**Posters must be received by Friday, September 29, 2006, to be considered for the session.** Posters should be sent to: SC Education Oversight Committee, Attn: Dana Yow, 1105 Pendleton St., Suite 227, Columbia, SC 29211. Posters may also be delivered to the EOC Headquarters, located within the Solomon Blatt Building.

## "Summer Reading" Supplement: Please Give Us Your Thoughts

The response to the "Summer Reading" supplement has been very positive. The insert, which was inserted into every *State* newspaper sold or distributed in Richland, Lexington, and Kershaw counties on May 25, 2006, was a pilot project of PAIRS and *The State's* Newspaper in Education (NIE) division.



The goal of the supplement was to showcase the power of great books, particularly during the summer months, and to reach students and adults in the community who interact with students.

Details of the distribution of the supplement include:

- 150,000 total copies of the "Summer Reading" inserts were printed.
- 300 copies of the "Summer Reading" inserts were distributed to school district offices statewide, for use in summer school.
- Each of the PAIRS Affiliates received 100 copies of the "Summer Reading" insert.
- 100 Summer Reading sections were delivered to every pediatrician's office and public library in Richland, Lexington, and Kershaw counties.

What did you think about the supplement? Was it useful to you and the children and families you serve? Please let us know so that we can determine the effectiveness of this publication. Please contact Dana Yow at (803) 734-6164. Ms. Yow can also be reached via e-mail at [danay@eoc.state.sc.us](mailto:danay@eoc.state.sc.us).



# PAIRS Dates to Remember

*Thursday, September 14, 2006*  
PAIRS Advisory Board Meeting (Newspaper publishers)

*Saturday, October 14, 2006*  
PAIRS Summit

*Thursday, January 11, 2007*  
PAIRS Advisory Board Meeting (Newspaper publishers)

*Please consult the PAIRS website at [www.SCPAIRS.org](http://www.SCPAIRS.org) for updated information.*

*If your program needs a copy of the PAIRS logo for use in printed materials and on the web, please contact Dana Yow at (803) 734-6164 or via e-mail at [danay@eoc.state.sc.us](mailto:danay@eoc.state.sc.us).*

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Larry Tarleton, Publisher, *Charleston Post*

*and Courier*

Joni Weerheim, Publisher, *Seneca Daily*

*Journal*

## Summer Reading Supplement Expands *Nearly 227,000 copies distributed*

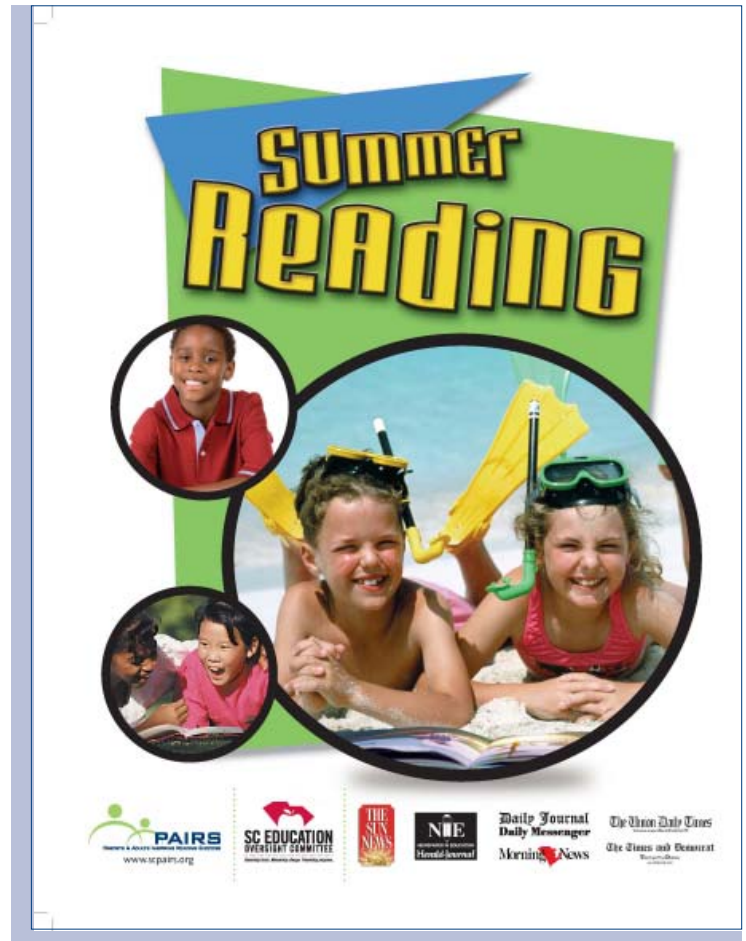
Responding to the success of last year's pilot "Summer Reading" project, this year's supplement was expanded to include six partner newspapers: *Florence Morning News*; *Myrtle Beach Sun News*; *Orangeburg Times and Democrat*; *Seneca Daily Journal*; *Union Daily Times*, and *Spartanburg Herald-Journal*. This year's insert was an eight-page supplement published within each daily newspaper the week of May 21-25, 2007.

Additional copies were also printed and shipped to all South Carolina school districts, each county library, and each PAIRS Affiliate. A teacher's guide to the supplement was provided free-of-charge to educators upon request.

The goal of the supplement was to showcase the power of great books, particularly during the summer months, and to reach students and adults in the community who interact with students.

Additional copies are still available. Contact Shane Bailey via e-mail to receive additional copies. Please be sure to include the number of copies you need and your mailing address in your message to [WBailey@florencenews.com](mailto:WBailey@florencenews.com)

What did you think about the supplement? Was it useful to you and the children and families you serve? Please let us know so that we can determine the effectiveness of this publication. Please contact Dana Yow at (803) 734-6164. Ms. Yow can also be reached via e-mail at [danay@eoc.sc.gov](mailto:danay@eoc.sc.gov).



## Summer Reading 2008

Are you interested in participating in the discussions and planning for the 2008 Summer Reading Project? The group will consider whether the current format is effective. Other states are having success using creative strategies and the group will discuss alternative options. Please contact Dana Yow (803-734-6164 / [danay@eoc.sc.gov](mailto:danay@eoc.sc.gov)) if you are interested in participating this fall.

## *PAIRS Affiliate Spotlight:*

# Upstate Affiliate Group Celebrates Third Anniversary with Community Institute

In May, W.A.R.R.I.O.R.S., Inc., a “community change center” in Spartanburg and an Affiliate member of PAIRS, celebrated its third anniversary with a Community Institute “Strengthening Our Communities through Civic Awareness.” The two-day event was held at the Spartanburg County Library and Piedmont Community Actions Howard Street Office.

The leader of W.A.R.R.I.O.R.S., Cheryl Jeter-Jones, organized the event because of what she refers to the “tremendous needs of her community,” and her daily participation in a process of HOPE – “helping our people excel.”

The event featured presenters from SC Centers for Equal Justice, Spartanburg Regional Medical Center, the Education Oversight Committee, and the Dept. of Homeland Security.

“I work each day to help people reach a better quality of life in Spartanburg and the upstate region through economic change and spiritual wholeness,” Jeter Jones said. “We have a uniquely diverse community and we want to energize civic leaders, service providers, families,

and individuals to have a sincere hope and encouragement that will ultimately lead us all toward economic productivity.”

Jeter-Jones has over 25 years experience working in the areas of community organizing, resource development, community advocacy, and family program development. Prior to starting the center, she was an educator for nearly twelve years in Spartanburg District 7 Schools. She also served as a facilitator / trainer for the South Carolina Baptist Educational and Missionary Convention and Sunday School Congress from 1988 to 1992.

For over 22 years, Jeter-Jones has worked with the Spartanburg Terrace Tenants’ Association, assisting in the coordination of a successful afterschool program. On March 30, 2006, the association, now renamed Crescent Hills, dedicated the program and its campus The Vernon D. Beatty Family Campus of Learning. Beatty advises the board and staff of the Spartanburg Terrace Tenants’ Association. Beatty is Vice Chair of the Spartanburg District 7 School Board and Chairperson of Piedmont Community Action.

Approximately 60 students meet afterschool each week day in the computer lab of Crescent Hills, also the leasing office. Spartanburg School Districts 1 and 7 each donated a portable classroom, where the program houses its literacy centers.

“Enhancing the literacy skills of the children we serve each day is one of our primary goals,” said Jeter-Jones. “Many of the children in the program need that additional reinforcement and each day, we see examples where a difference has been made.”

Jeter-Jones is energized by her work with the Crescent Hills Afterschool Program. She was the primary grant writer for the Save the Children EAO America Reads Initiative which inspired the creation of the Spartanburg Terrace



*Jessica L. DeVault, a reporter with the Spartanburg Herald-Journal (l) and Cheryl Jeter-Jones (r) prepare to dedicate the Vernon D. Beatty Family Campus of Learning in Spartanburg.*

*see W.A.R.R.I.O.R.S, continued on page 3*

# New Carolina Manifestos Intended to Create New Energy and Ideas

SC's Council on Competitiveness is working with partners to drive the movement toward a New Carolina – a South Carolina with a brighter future and a competitive, winning economy. The group seeks new ideas and has offered up a series of writing and conversations “to create new energy, new ideas, new action, and new jobs in South Carolina.” The following five manifestos are available online at <http://newcarolina.org/manifestos/>.

- One Child's Dream - How Parents Change the Lives They Created
- Children are Gifts - How one Faith-Based Community is Taking Children and Parents to Task
- Calling all Educational Entrepreneurs - An Idea for a New Public School Model Serving Poor Children
- Starting Your Business in South Carolina. There has never been a better time than right now
- “Being Competitive”: What Does It Really Mean?



*W.A.R.R.I.O.R.S., continued from page 2*

Tenants' Association after school and summer enrichment program. Replacing fear with knowledge, Jeter believes, is the key to individual involvement in the community.

"I believe fear is just a stumbling block, step over it and become victorious," said Jeter-Jones. This belief, according to Jeter-Jones, has permitted her to assist the resident board of the tenants' association to get their 501c3 status and train the initial leadership team. As a community liaison for the tenants' association, she has worked to build numerous "radical" collaborations within

the public and private sector, including the Community Oriented Policing Program.

For more information about W.A.R.R.I.O.R.S., contact Cheryl Jeter-Jones at 864-266-2223. The program's mailing address is P.O. Box 2323, Spartanburg, SC 29304-2323.

*Do you have a similar story about your program? Please let us know so we can share your story with others. Contact Dana Yow at [danay@eoc.sc.gov](mailto:danay@eoc.sc.gov) or 803-734-6164.*

## Of Note

- Congratulations to William A. "Bill" Collins, *Greenwood Index-Journal* editor. A member of the PAIRS Advisory Board, Mr. Collins was awarded the Order of the Palmetto, the state's highest civilian honor given by the governor. State Rep. Mike Pitts presented the award to Collins in December 2006.
- Welcome two new members of the PAIRS Advisory Board: Mark Laskowski, the vice president and regional publisher of the *Florence Morning News*; and Beth Patton, who represents the *Beaufort Gazette* and *Hilton Head Island Packet*.

*Do you have information to share? We encourage you to send us this information. Please call Dana Yow at (803) 734-6164 or e-mail Dana at [danay@eoc.sc.gov](mailto:danay@eoc.sc.gov).*

## Stay Connected with PAIRS Affiliates



*Do you have a tip you want to share with others? Is there an opportunity that you know of that might benefit others?*

A moderated listserve has been created for PAIRS Affiliates, to share information with each other. To sign up for the listserve, go to <https://lists.cio.sc.gov/mailman/listinfo/scpairs>. The webpage provides directions for you to begin sending and receiving messages via the list. If you have questions, contact Dana Yow at (803) 734-6164 or [danay@eoc.sc.gov](mailto:danay@eoc.sc.gov).

### PAIRS Advisory Board

Steven Brandt, Greenville News  
Kim Buckner-Land, Spartanburg  
*Herald-Journal*  
Valerie Canepa, Rock Hill Herald  
William Collins, Greenwood Index-Journal  
Fred Foster, Anderson Independent-Mail  
Henry Haitz, The State  
Cathy Hughes, Orangeburg Times and Democrat  
Scott Hunter, Aiken Standard  
Milton Miles, The Sun News  
Mark Laskowski, Florence Morning News  
Jack Osteen, Sumter Item  
Beth Patton, Island Packet, Beaufort Gazette  
Anthony Summerlin, Union Daily Times  
Larry Tarleton, Charleston Post and Courier  
Joni Weerheim, Seneca Daily Journal

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PARENTS & ADULTS INSPIRING READING SUCCESS

PAIRS





## SC Literacy Champions Awards Program Announced

### *2009 Award for SC Service Learning Programs*



The Education Oversight Committee, through its PAIRS initiative, recently announced the formation of a new awards program designed to recognize successful college service-learning programs which build reading skills among young people.

The 2009 South Carolina Literacy Champions award will recognize up to three service learning programs within SC postsecondary institutions (public, private, technical colleges and universities) that have had a significant impact on increasing literacy among K-12 public school students. Each award will be acknowledged with:

- A \$10,000 grant to be used for expanding the awarded program, and
- Public recognition at a meeting of the SC Education Oversight Committee

A brochure announcing the program was recently sent out to all institution presidents, deans of education schools, and chief academic officers. Service learning coordinators identified at each school received a package that included a set of resource publications and a DVD that address literacy and service learning.

Additionally, a website has been created to assist interested persons get more information and apply for the 2009 award. At [www.eoc.sc.gov/SCLC](http://www.eoc.sc.gov/SCLC), users can access the 2009 application and a resource video library. The deadline for applications for the 2009 award is June 20, 2009.

Grant funding support for the 2009 will be provided by the Central Carolina Community Foundation. The statewide media partner, who will help in spreading the story of the 2009 Champions, is the SC Press Association.



## Additional SCLC Information

Please help us spread the word about the 2009 SC Literacy Champions Program. Materials are available for mailing and distribution and EOC staff can present program details to groups and individuals.

Please contact Dana Yow (803-734-6164 / [danay@eoc.sc.gov](mailto:danay@eoc.sc.gov)) for more information.

## *PAIRS Affiliate Spotlight:*

# Columbia group serving the needs of students in Eau Claire community for a decade

-- by Regina King

For ten years, Tracey Ely has devoted most of her time making a difference by providing one-on-one attention to the needs of students facing reading and learning disabilities. As the founder and director of *Tutor Eau Claire*, she began her program focusing on the needs of the students in her community.

*Tutor Eau Claire* serves the Eau Claire community of Columbia, South Carolina, in three ways: placing volunteer tutors in the public schools; operating neighborhood homework centers; and providing summer activities for children. *Tutor Eau Claire* is a network of two neighborhood homework centers which "provide a surrogate parent for children to come 'home' after school." Both centers operate out of homes, with a director and assistant supervising a group of eight to ten children. One homework center runs with a volunteer director and paid assistant. Due to grant funding, the other center has a paid director and assistant. Volunteers to the program are always welcome and there is no charge to neighborhood parents if their children participate in the homework centers.

The emphasis at the homework centers is on creating a loving environment that is fun, educational and well disciplined.

"Rules are few, spelled out clearly, and enforced consistently," said Ely. "Once the children know what is expected and see that the rules are enforced fairly, they are, generally, cooperative."

Ely states that recognizing the children for good behavior and thoughtful acts is critical because it motivates others to strive for similar praise.

"We find that isolation or suspension from the homework center is an extremely effective consequence for misbehavior, since the one who misbehaves ends up separated from friends," states Ely. "Occasionally, the whole group is disciplined because of the misdeed of one, which creates a great deal of constructive peer pressure."

Ely also stresses the need to involve parents in the program as much as possible. She and the *Tutor Eau Claire* staff confer with parents frequently and develop joint strategies for dealing with specific goals and problems.

Working with young children and assisting them on the path to education success is nothing new to Ely, who began her career with a teaching certificate and did some student teaching in college. She opted to raise her family full-time instead of teaching professionally. Her career as a tutor began nearly a decade ago.

"I began tutoring almost ten years ago, and since then have focused on learning how to teach reading to dyslexic students," said Ely. "To that end I have completed extensive training in multi-sensory structured language (MSL) skills for teachers."



*Tracey Ely of Tutor Eau Claire works with a child on building literacy skills. According to Ely, her goal is to "make non-readers, readers!"*

*see Tutor Eau Claire, continued on page 3*

She now specializes in helping children succeed at reading and math both during the school day and in after school programs such as hers. Ely is a friendly and inspiring tutor. Her philosophy is to make learning a pleasurable experience for the child.

“I am passionate about what I do and focused on meeting the needs of children,” said Ely, and her results speak for themselves. The children she tutors regularly gain the knowledge and key instructions to apply to their studies.

She recounts her help with a first grader that had been kicked out of three schools and resisted the help of his teachers, counselors, and even her. However, through hard work and her persistence, Ely said he finally came around and began to be more receptive to the help she provided. This young student is now in the third grade

and has been on the honor roll ever since. Positive interventions like this keep Mrs. Ely involved in the lives of so many students in her community. To know she had touched and encouraged the learning abilities of just one child is truly a rewarding experience. Assisting struggling readers is a big part of her work.

“My goal is to make non-readers, readers!” states Mrs. Ely.

Ely’s work with the children in her community has not gone unnoticed. In April 2005, President George W. Bush met with Ely during a visit to South Carolina and recognized her for her volunteer and tutoring efforts. She returned to her Eau Claire home confident that she was making a difference in the lives of the children she was serving.

## *Want to know more about how Tutor Eau Claire is working with their community? Check out these innovative programs:*

### **Partnership with a nearby college**

*Tutor Eau Claire* has recently partnered with the Club House at Columbia College which now has 31 students enrolled in the program. The Club House Gang of Eau Claire is a after-school program serving first through sixth graders in the surrounding Eau Claire community. Students from Columbia College run the Club House. The program meets three to four times each week, with special programming offered on designated Saturdays. The Clubhouse contains an academic/tutorial component as it strives toward its mission to connect Columbia College, the Eau Claire community, and College Place United Methodist Church.

### **The Tutor Eau Claire Volunteer Tutor Program**

The Volunteer Tutor program helps a child understand the concept that he/she may have missed in classroom presentation, or reinforce what has been taught in the classroom by offering extra practice. The tutor also serves as a role model, showing a child how to do things successfully, and encouraging their efforts, much like a parent does with a young child. This role modeling offers support for the young learner as he/she watches, then practices what the tutor shows him/her. The volunteer tutoring program depends on a few important factors: a committed volunteer to coordinate the program, access to nearby college campuses/community groups/businesses to recruit volunteer tutors, and access to e-mail for communicating with tutors and schools. It maintains a page on a benefactor’s web site. The coordinator (or other designated person) is also responsible for tutor orientation and training.

### **The Tutor Eau Claire Summer Learning Adventure**

For three summers *Tutor Eau Claire* has run a five-week, half-day summer program called The Summer Learning Adventure. During the summer, the program was open to children after their summer school day was over. It offered children a safe, fun place to be where tutors assisted them with reading and math, participated in arts and crafts, cooked daily, and did carpentry projects. Many of the activities gave children practical everyday encounters with reading and math. This program was fun for the children, but required massive funding for trained teachers and aides at the multiple sites. Even with parents paying only ten dollars/week/child, the program had trouble getting some families to contribute their part.

If you would like to volunteer or need additional information about *Tutor Eau Claire*, please call Tracey Ely, Director, at 252-5051. The program’s mailing address is 4801 Colonial Drive, College Place Church, Columbia, SC 29203.

## PAIRS News of Note

- Congratulations to Riverside Community Development Corporation! This Saluda-based program is the recipient of \$1,000 worth of free books for their program library. Thanks to the SC Independent Booksellers Association for assisting staff in offering this door prize to PAIRS Affiliates attending the 2008 SC Afterschool Alliance conference.
- Thank you to Turning Pages/Volunteers of America Carolinas for including PAIRS Affiliates as recipient programs for their Scholastic Children's Book Distribution this year. Individuals who served at least two hours as a book sorter/packer during the distribution earned free Scholastic books for their programs. For more information about upcoming distributions, call 803-765-2555.

*Do you have information to share? We encourage you to send us this information. Please call Dana Yow at (803) 734-6164 or e-mail Dana at [danay@eoc.sc.gov](mailto:danay@eoc.sc.gov).*

### PAIRS Advisory Board

Steven Brandt, Greenville News  
Kim Buckner-Land, Spartanburg  
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Valerie Canepa, Rock Hill Herald  
William Collins, Greenwood Index-Journal  
Fred Foster, Anderson Independent-Mail  
Henry Hartz, The State  
Cathy Hughes, Orangeburg Times and Democrat  
Scott Hunter, Aiken Standard  
Milton Miles, The Sun News  
Mark Laskowski, Florence Morning News  
Jack Osteen, Sumter Item  
Beth Patton, Island Packet, Beaufort Gazette  
Anthony Summerlin, Union Daily Times  
Larry Tarleton, Charleston Post and Courier  
Joni Weerheim, Seneca Daily Journal

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PARENTS & ADULTS INSPIRING READING SUCCESS

PAIRS







PAIRS, a project of South Carolina's Daily Newspapers, is administered by the South Carolina Education Oversight Committee (EOC)

## **Parents and Adults Inspiring Reading Success (PAIRS) Success Update**

*Submitted to Public Awareness Subcommittee, September 2007*

### **Overview**

Launched in February 2005, Parents and Adults Inspiring Reading Success (PAIRS) is a project of SC's daily newspapers and is administered as a public awareness initiative of the SC Education Oversight Committee.

The mission of PAIRS is to encourage and support the achievement of reading literacy on grade level for every child in South Carolina. With an intense focus on grades three through eight, the initiative seeks to energize broad collaboration and involvement in local communities (ie., extended learning opportunities, mentoring programs, faith-based programs, literacy initiatives, etc.)

As outlined in the initiative's bylaws (Appendix A), the guiding principles of PAIRS follow:

- f* Reading is essential for success in school and life.
- f* Young people learn best when nurturing, caring adults provide motivation and support.
- f* The future of all South Carolinians depends on our ability to help our students reach their potential.

The purposes are

1. to identify and recruit affiliate organizations promoting reading and literacy among adults and young people;
2. to facilitate connections between affiliate organizations, providing them support to enhance their individual missions;
3. to promote opportunities that support the creation of new reading programs;
4. to develop communication, marketing, and research materials; and
5. to support activities involving reading and literacy statewide.

The initiative emerged as a result of "Conversations with the EOC" in every county of South Carolina, held from September 2003-April 2004. These meetings identified a critical need for all citizens to actively reinforce and support the mission of schools, particularly in the area of reading. The three areas of identified consensus formed the guiding principles of the initiative, which are listed above.

The need for PAIRS was reinforced in 2005 when research showed an almost one-to-one correlation between reading proficiency and on-time high school graduation. South Carolina ranks last among states in graduation rates, graduating only 48 percent of 9th graders in four years.<sup>1</sup>

In 2004, only 27 percent of 5<sup>th</sup> graders and 25 percent of 7<sup>th</sup> graders scored Proficient on the Palmetto Achievement Challenge Test (PACT), meaning they are well-prepared for work at the

next grade level. Many of these students do not acquire the reading skills they need to prepare

---

<sup>1</sup> The high school graduation variable was defined as the percent of the 1999-2000 9<sup>th</sup> grade 135 ADM who received diplomas (does not include those receiving certificates) three years later in 2002-2003.  
[http://www.sepairs.org/PDF/Harry\\_Miley\\_Exec\\_Summary.pdf](http://www.sepairs.org/PDF/Harry_Miley_Exec_Summary.pdf).

them for graduation and beyond. The research suggests that only half of those in the ninth grade today will ever graduate from high school.

The study also showed that for every ten additional students we can help to reach reading proficiency on the PACT, at least eight will graduate. A large part of a student's success in the classroom depends on their contact with adults who encourage and inspire them to read outside of the classroom. Providing a catalyst by which greater awareness is placed on literacy and the importance of adult/child relationships is at the heart of the PAIRS initiative.

### **Update to PAIRS Two-Year Status Report**

In February 2007, the EOC approved the submission of the *PAIRS Two-Year Status Report*. The report summarized two years of work of the initiative. It was organized around the purposes outlined in the bylaws and also outlined future directions for the initiative. The following report updates the committee on the progress of the initiative from February 2007 to September 2007.

#### **Purpose 1: to identify and recruit affiliate organizations promoting reading and literacy among adults and young people.**

Affiliate membership in PAIRS is open to not-for-profit programs and individuals who concur with the mission and goals of PAIRS and act to implement the mission and goals. Programs and individuals who meet criteria are open to join PAIRS as Affiliate members. The cost of membership is free and EOC/PAIRS staff keeps signed commitment statements on file.

Currently, there are 103 PAIRS Affiliates, an increase of seven programs since February. Fifty-eight affiliates are programs and 45 are individual members. Currently, 22 counties have met the stated goal, which is to have two affiliates in each county. In February, 20 counties had met the goal. A breakdown of the affiliates by county is attached in Appendix B.

The Advisory Board, which advises and supports PAIRS implementation statewide and in local communities, is composed of 16 individuals, who represent the publishers of the 16 daily newspapers. These individuals meet quarterly. Current advisory board members are: Steven Brandt, *Greenville News*; Henry Haitz, *The State*; Anthony Summerlin, *Union Daily Times*; Valerie Canepa, *Rock Hill Herald*; Milton Miles, *The Sun News*; Kim Buckner-Land, *Spartanburg Herald-Journal*; William Collins, *Greenwood Index-Journal*; Larry Tarleton, *Charleston Post and Courier*; Cathy Hughes, *Orangeburg Times and Democrat*; Joni Weerheim, *Seneca Daily Journal*; Fred Foster, *Anderson Independent-Mail*; Jack Osteen, *Sumter Item*; and Scott Hunter, *Aiken Standard*. Mark Laskowski, Publisher of the *Florence Morning News*, and Beth Patton, Marketing Director at the *Island Packet/ Beaufort Gazette*, have recently joined the Advisory Board. In June, the *Bluffton Today* newspaper began daily publication; PAIRS staff is working to recruit Larry G. Miller, Publisher of the two-year old paper, to join the advisory board.

#### **Purpose 2: to facilitate connections between affiliate organizations, providing them support to enhance their individual missions.**

Connections and partnerships continue to be critical to the success of PAIRS. Partnership in PAIRS is open to organizations with a commitment to literacy and with whom a formalized relationship would benefit PAIRS Affiliate programs, or organizations with similar or overlapping services.

Current, active partners include the SC Afterschool Alliance, Harvest Hope Food Bank, SC Center for Children's Books and Literacy, University of South Carolina School of Library and Information Science, SC State Library, Allen University, and the African Methodist Episcopal (AME) Church, SC 7<sup>th</sup> Episcopal District.

*The South Carolina Center for Children's Books and Literacy (SCCCBL)* is an outreach program of the *University of SC School of Library and Information Science*. It is designed to enhance existing literacy programs, provide literacy research specific to South Carolina, and train teachers and daycare workers, parents and others. Recently, a letter (Appendix C) was sent out to the leaders of all Rotary Clubs around the state, offering a program with a message from PAIRS staff and the staff of the SC Center for Children's Books and Literacy. Literacy is a key component of the mission of Rotary International and as outlined in the invitation to rotaries, the program has three main objectives: 1.) provide information on the relationship between literacy and success in school, life, and economic development; 2.) instill a sense of urgency about the importance of literacy at each stage of a child's life; and 3.) challenge Rotarians as individuals and as an organization to utilize their influence and resources to act and assist the students of South Carolina.

The partnership with PAIRS with *Allen University* and the *SC 7<sup>th</sup> Episcopal District of the AME Church* on the *Allen Reading Initiative* is not currently in operation. Dr. Wanda Fernandopulle, the Director of the Initiative, resigned from Allen in November 2006, and since that time the school has not been involved in the support of the 14 AME churches involved in the initiative's pilot. The programs continue to be supported as PAIRS Affiliate programs, receiving resources related to the literacy component of their programs.

Although staff of the daily newspapers compose the Advisory Board of the initiative, they also partner and provide to the affiliate programs. For example, PAIRS Affiliate programs have benefited from free class subscriptions to *The State* paper on two occasions. *The State's* Newspapers in Education (NIE) program offers class sets of newspapers to public school classrooms to be used for educational purposes. They have recently seen the benefit of offering these resources to out-of-school time programs. NIE staff have also offered to provide free training to affiliate staff on using the newspaper as a learning tool for all grade levels.

**Purpose 3: To promote opportunities that support the creation of new reading programs.**

In October 2005, the publication *How to Start an Effective Out-of-School-Time Program in South Carolina* was published as a project of PAIRS and the South Carolina Afterschool Alliance (SCAA). The guide is an excellent resource for individuals wanting to start a program or enhance an existing program. Literacy resources are included within the guide. Since publication of the guide, PAIRS staff has tried to develop training to accompany it with staff of the SC Afterschool Alliance. Lack of staff at the SCAA has consistently presented a barrier in keeping the trainings from occurring. In September 2007, the SCAA will double their staff by adding two staff persons to serve as regional coordinators.

**Purpose 4: To develop communication, marketing, and research materials.**

In addition to the aforementioned program with the SC Center for Children's Books and Literacy, PAIRS staff has continued the publication of the quarterly *Connections* newsletter.

In May, PAIRS staff began a moderated listserv for affiliates to communicate with one another. The listserv is hosted by the SC Chief Information Office (CIO) and can be accessed online at the PAIRS website, [www.SCPAIRS.org](http://www.SCPAIRS.org).



Staff from PAIRS and the SC Afterschool Alliance (SCAA) are also working collaboratively to bring *Afterschool Academies* to South Carolina this year and offer it to PAIRS Affiliates and individuals within the SCAA network. The *Academies* program offer programming and practice in the core approaches and methods of effective extended learning time education. Funding is provided by the Charles Stewart Mott Foundation.

Staff is also working with partners on the potential of using ETV resources to offer literacy related professional development to PAIRS Affiliates online. Out-of-school time program staff and child care providers often do not have the time to attend workshops during the week or weekends – these types of “accessible-anytime” activities would be beneficial to providers.

**Purpose 5: To support activities involving reading and literacy statewide.**

In May 2007, a follow-up to the successful “Summer Reading” supplement pilot was published. The goal of the supplement was to showcase the power of great books, particularly during the summer months, and to reach students and adults in the community who interact with students.

This year’s supplement was published in six daily newspapers: *Florence Morning News*, *Myrtle Beach Sun News*, *Orangeburg Times and Democrat*, *Seneca Daily Journal*, *Union Daily Times*, and *Spartanburg Herald-Journal*.

Details of the distribution of the supplement include:

- 228,000 total copies of the “Summer Reading” inserts were printed. Total circulation in the daily newspapers was 189,881.
- The EOC investment was identical to the investment made in the 2006 pilot project. Each of the six participating newspapers printed their own supplement at their own print shops and invested money in the production of the project. *The Florence Morning News* handled the printing and distribution of the overrun copies.
- 300 copies of the “Summer Reading” inserts were distributed to school district offices statewide, for use in summer school. Each shipment contained an order form so that districts needing additional copies could order directly from *The Florence Morning News*.
- Each of the PAIRS Affiliates received 50 copies of the “Summer Reading” insert.
- 50 Summer Reading sections were delivered to every public library in the state.
- 5,000 additional copies of the supplement were printed for additional requests.
- A teacher’s guide to the supplement was provided free of charge to educators upon request.

This fall, PAIRS staff will work with representatives from the SC State Library, University of SC School of Library and Information Science, and Newspapers in Education (NIE) staff from around the state to consider partnering and increasing the effectiveness of this project in 2008.

## **Appendixes**

## Appendix A

### **By-Laws of Parents and Adults Inspiring Reading Success (PAIRS)**

#### **Article I: Name**

The name of the organization is Parents and Adults Inspiring Reading Success, hereafter referred to as "PAIRS".

#### **Article II: Mission and Purpose**

The mission of PAIRS is to encourage and support the achievement of reading literacy on grade level, with an intense focus on grades three through eight for every child in South Carolina by energizing broad collaboration and involvement in local communities (ie., extended learning opportunities, mentoring programs, literacy initiatives, etc.)

The guiding principles of PAIRS shall be:

- f* Reading is essential for success in school and life.
- f* Young people learn best when nurturing, caring adults provide motivation and support.
- f* The future of all South Carolinians depends on our ability to help our students reach their potential.

The purposes of PAIRS shall be:

1. to identify and recruit affiliate organizations promoting reading and literacy among adults and young people;
2. to facilitate connections between affiliate organizations, providing them support to enhance their individual missions;
3. to promote opportunities that support the creation of new reading programs;
4. to develop communication, marketing, and research materials; and
5. to support activities involving reading and literacy statewide.

#### **Article III: Advisory Board**

**Section 1:** The Advisory Board shall consist of one elected chair, as well as appointed members as described in Article III. The Chair will be elected annually among board members at the last board meeting of the calendar year.

**Section 2:** The Advisory Board shall advise and support PAIRS implementation statewide and in local communities.

No member of the PAIRS Advisory Board, or newspapers, shall derive any personal profit or gain, directly or indirectly, by reason of his or her participation with PAIRS. Each individual shall disclose to the PAIRS Advisory Board any personal interest which he or she may have in any matter pending before the PAIRS Advisory Board and shall refrain from participation in any decision on such matter.

**Section 3:** The PAIRS Board should be composed of the Publishers of South Carolina's daily newspapers.

**Section 4:** The Advisory Board shall advance the purpose of PAIRS directly or through its designees.

**Section 5:** The PAIRS Advisory Board shall meet at least twice a year, in person or by way of telephone conference.

**Section 6:** Bylaws may be amended at any board meeting by a majority of those present.

#### **Article IV: Organization**

**Section 1:** PAIRS is administered by the SC Education Oversight Committee (EOC).

**Section 2:** An appointed Advisory Board shall advise and support PAIRS implementation statewide and in local communities.

The PAIRS Advisory Board is composed of the Publisher from each of the daily newspapers in South Carolina. If the Publisher is not able to participate, a senior staff member shall be designated.

**Section 3:** The street address of PAIRS is: 1105 Pendleton Street, Blatt Building, Suite 227, Columbia, SC 29211

#### **Article V: Affiliates and Partners**

**Section 1.** *Affiliate Membership* in PAIRS shall be open to not-for-profit programs that concur with the mission and goals of PAIRS and act to implement the mission and goals.

PAIRS Affiliate members must pledge that their represented group does not discriminate based on the basis of race, color, national origin, religion, sex, or handicap in its practices related to employment or establishment and administration of its programs and initiatives.

Affiliate Meetings. There shall be one General Membership Meeting (e.g., PAIRS Summit) per year, at the time, place, and discretion of the Advisory Board.



- Section 2.** *Partnership in PAIRS* is open to organizations:
1. with a commitment to literacy and with whom a formalized relationship would benefit PAIRS Affiliate Programs (e.g., Allen University, USC);
  2. with similar or overlapping services (e.g., SC Afterschool Alliance)

- Section 3.** *Associate Status* in PAIRS is open to organizations:
1. with services or products which would benefit PAIRS Affiliates.

Participation does not constitute an endorsement by PAIRS. The PAIRS Advisory Board must approve all partnerships and requests for Associate Status.

Current dated 6/20/05

## Appendix B

County	No. Affiliates	No. Individual Affiliates	Met Goal	
Abbeville	0	0	N	
Aiken	1	0	N	
Allendale	0	0	N	
Anderson	0	0	N	
Bamberg	0	0	N	
Barnwell	1	1	Y	
Beaufort	3	3	Y	
Berkeley	0	0	N	
Calhoun	1	0	N	
Charleston	3	2	Y	
Cherokee	0	0	N	
Chester	0	0	N	
Chesterfield	0	0	N	
Clarendon	3	3	Y	
Colleton	1	1	Y	
Darlington	0	0	N	
Dillon	2	2	Y	
Dorchester	1	1	Y	
Edgefield	0	0	N	
Fairfield	0	0	N	
Florence	1	12	Y	
Georgetown	3	1	Y	Total # of Affiliates: 58
Greenville	10	0	Y	Total # of Individual Affil: 45
Greenwood	2	0	Y	
Hampton	0	0	N	Total: 103
Horry	0	0	N	
Jasper	2	5	Y	Counties Met Goal: 22
Kershaw	2	0	N	Counties Not Met Goal: 24
Lancaster	0	0	N	
Laurens	0	0	N	
Lee	0	0	N	
Lexington	3	2	Y	
Marion	2	2	Y	
Marlboro	0	0	N	
McCormick	0	0	N	
Newberry	0	0	N	
Oconee	0	0	N	
Orangeburg	1	1	Y	
Pickens	1	0	N	
Richland	10	6	Y	
Saluda	0	0	N	
Spartanburg	1	1	Y	
Sumter	2	1	Y	
Union	0	0	N	
Williamsburg	2	1	Y	
York	0	0	N	

current 12/18/06

## Appendix C

August 3, 2007

Name  
Rotary Club  
Address 1  
Address 2  
City, State, Zip

Dear Salutation:

How can we assist young people today reach their full potential and become successful members of society? As a Rotarian, you understand the importance of bringing clarity and understanding to this question and how community volunteerism fits into the answer.

The leadership of Rotary International has consistently recognized literacy as a critical component to individual success. A call to action is necessary in our state. Unfortunately, fewer students graduate on-time in our state than in any other state in the nation. Many South Carolina students are not reading at the level necessary to complete high school, to be successful in school and life -- and to experience the enjoyment of being life-long readers and learners.

Research studies document a correlation between reading proficiency and on-time graduation. Student success is higher when out-of-school activities reinforce and extend learning acquired in school. South Carolina's young people need reinforcement in reading initially and critically as they encounter more demanding material.

Parents and Adults Inspiring Reading Success (PAIRS), a public awareness initiative of the SC Education Oversight Committee, directed by the publishers of South Carolina's 16 daily newspapers, and the South Carolina Center for Children's Books and Literacy at the University of South Carolina, have a message we would like to share with Rotary groups around the state. Our 20-minute presentation has three objectives:

- (a) Provide information on the relationship between literacy and success in school, life and economic development;
- (b) Instill a sense of urgency about the importance of literacy at each stage of a child's life; and
- (c) Challenge you as an individual and as an organization to utilize your influence and resources to act and assist the students of South Carolina.

Please contact one of us if your group is able to work us into your program schedule. Our contact information is listed below under our signatures.

Sincerely,



Dana Yow  
Director of Communications  
Education Oversight Committee / PAIRS  
Phone: 803-734-6164  
[Danay@eoc.sc.gov](mailto:Danay@eoc.sc.gov)  
Ellen Shuler



Executive Director  
SC Center for Children's Books and Literacy  
Phone: 803-734-8207  
[shulere@gwm.sc.edu](mailto:shulere@gwm.sc.edu)

Launched in February 2005, *Parents and Adults Inspiring Reading Success (PAIRS)* is a project of SC's daily newspapers and is administered as a public awareness initiative of the SC Education Oversight Committee. The mission of PAIRS is to encourage and support the achievement of reading literacy on grade level for every child in South Carolina. With an intense focus on grades three through eight, the initiative seeks to energize broad collaboration and involvement in local communities (ie., extended learning opportunities, mentoring programs, faith-based programs, literacy initiatives, etc.)

*The South Carolina Center for Children's Books and Literacy (SCCCBL)* is an outreach program of the *University of SC School of Library and Information Science*. It is designed to enhance existing literacy programs, provide literacy research specific to South Carolina, and train teachers and daycare workers, parents and others.

The *SC Education Oversight Committee* is an independent, non-partisan group made up of 18 educators, business persons, and elected leaders who are appointed by the General Assembly. Created in 1998, the committee is dedicated to reporting facts, measuring change, and promoting progress within South Carolina's education system.





PAIRS, a project of South Carolina's Daily Newspapers, is administered by the South Carolina Education Oversight Committee (EOC)

## **Parents and Adults Inspiring Reading Success (PAIRS) Success Update December 2008**

### **Overview**

Launched in February 2005, Parents and Adults Inspiring Reading Success (PAIRS) is a project of SC's daily newspapers and is administered as a public awareness initiative of the SC Education Oversight Committee.

The mission of PAIRS is to encourage and support the achievement of reading literacy on grade level for every child in South Carolina. With an intense focus on grades three through eight, the initiative seeks to energize broad collaboration and involvement in local communities (ie., extended learning opportunities, mentoring programs, faith-based programs, literacy initiatives, etc.)

As outlined in the initiative's bylaws (Appendix A), the guiding principles of PAIRS follow:

- f* Reading is essential for success in school and life.
- f* Young people learn best when nurturing, caring adults provide motivation and support.
- f* The future of all South Carolinians depends on our ability to help our students reach their potential.

The purposes are

1. to identify and recruit affiliate organizations promoting reading and literacy among adults and young people;
2. to facilitate connections between affiliate organizations, providing them support to enhance their individual missions;
3. to promote opportunities that support the creation of new reading programs;
4. to develop communication, marketing, and research materials; and
5. to support activities involving reading and literacy statewide.

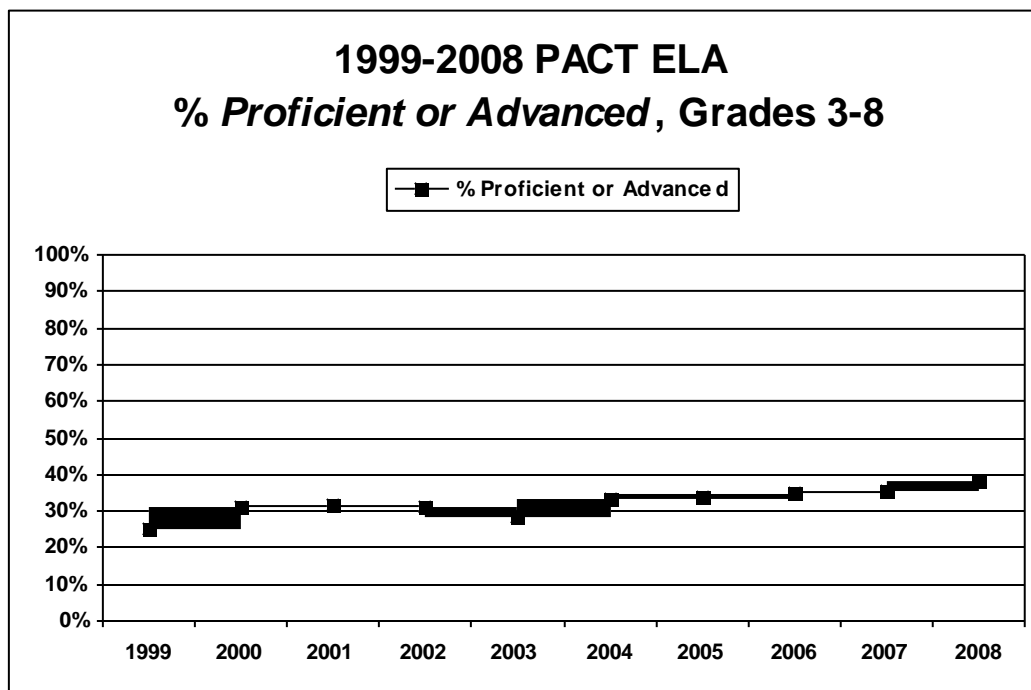
The initiative emerged as a result of "Conversations with the EOC" in every county of South Carolina, held from September 2003-April 2004. These meetings identified a critical need for all citizens to actively reinforce and support the mission of schools, particularly in the area of reading. The three areas of identified consensus formed the guiding principles of the initiative, which are listed above.

The need for PAIRS was reinforced in 2005 when research showed an almost one-to-one correlation between reading proficiency and on-time high school graduation. South Carolina ranks last among states in graduation rates, graduating only 48 percent of 9th graders in four years.<sup>1</sup>

In 2004, only 27 percent of 5<sup>th</sup> graders and 25 percent of 7<sup>th</sup> graders scored Proficient on the Palmetto Achievement Challenge Test (PACT), meaning they are well-prepared for work at the next grade level. Many of these students do not acquire the reading skills they

need to prepare them for graduation and beyond.

<sup>1</sup> The high school graduation variable was defined as the percent of the 1999-2000 9<sup>th</sup> grade 135 ADM who received diplomas (does not include those receiving certificates) three years later in 2002-2003.  
[http://www.scpairs.org/PDF/Harry\\_Miley\\_Exec\\_Summary.pdf](http://www.scpairs.org/PDF/Harry_Miley_Exec_Summary.pdf).



The research suggests that only half of those in the ninth grade today will ever graduate from high school.

The study also showed that for every ten additional students we can help to reach reading proficiency on the PACT, at least eight will graduate. A large part of a student's success in the classroom depends on their contact with adults who encourage and inspire them to read outside of the classroom. Providing a catalyst by which greater awareness is placed on literacy and the importance of adult/child relationships is at the heart of the PAIRS initiative.

### **PAIRS Status Reports/Updates**

In February 2007, the EOC approved the submission of the *PAIRS Two-Year Status Report*. The report summarized two years of work of the initiative. It was organized around the purposes outlined in the bylaws and also outlined future directions for the initiative. An update followed in October 2007. The following report updates the committee on the progress of the initiative from October 2007 to October 2008.

### **Purpose 1: to identify and recruit affiliate organizations promoting reading and literacy among adults and young people.**

Affiliate membership in PAIRS is open to not-for-profit programs and individuals who concur with the mission and goals of PAIRS and act to implement the mission and goals. Programs and individuals who meet criteria are open to join PAIRS as Affiliate members. The cost of membership is free and EOC/PAIRS staff keeps signed commitment statements on file.

Currently, there are 128 PAIRS Affiliates, an increase of 25 Affiliates since October 2008. Eighty affiliates are programs and 48 are individual members. Currently, 24 counties have met the stated goal, which is to have two affiliates in each county. In October 2007, 22 counties had met the goal. A breakdown of the affiliates by county is attached in Appendix B.

The Advisory Board, which advises and supports PAIRS implementation statewide and in local communities, is composed of 16 individuals, who represent the publishers of the 16 daily newspapers. These individuals meet via conference call on an as needed basis. Current advisory board members are: Steven Brandt, *Greenville News*; Henry Haitz, *The State*; Anthony Summerlin, *Union Daily Times*; Valerie Canepa, *Rock Hill Herald*; Milton Miles, *The Sun News*; Kim Buckner-Land, *Spartanburg Herald-Journal*; William Collins, *Greenwood Index-Journal*; Larry Tarleton, *Charleston Post and Courier*; Cathy Hughes, *Orangeburg Times and Democrat*; Joni Weerheim, *Seneca Daily Journal*; Fred Foster, *Anderson Independent-Mail*; Jack Osteen, *Sumter Item*; Scott Hunter, *Aiken Standard*; Mark Laskowski, *Florence Morning News*, and Beth Patton, *Island Packet/ Beaufort Gazette*.

**Purpose 2: to facilitate connections between affiliate organizations, providing them support to enhance their individual missions.**

Connections and partnerships continue to be critical to the success of PAIRS. Partnership in PAIRS is open to organizations with a commitment to literacy and with whom a formalized relationship would benefit PAIRS Affiliate programs, or organizations with similar or overlapping services.

Current, active partners include the SC Afterschool Alliance, Harvest Hope Food Bank, SC Center for Children's Books and Literacy, University of South Carolina School of Library and Information Science, SC State Library, and Volunteers of America/Turning Pages.

*The South Carolina Afterschool Alliance* is a statewide advocacy organization that works to increase sustainability and promote the importance and awareness of quality after school programs in South Carolina.

The mission of the *Harvest Hope Food Bank* is to provide for the needs of hungry people by gathering and sharing quality food with dignity, compassion and education. One of the food banks sponsored programs, Kids Café, is the nation's largest charitable meal service and nutrition education program for children. The program provides children at-risk of hunger with food to take home over the weekends and out-of-school times.

*The South Carolina Center for Children's Books and Literacy (SCCCBL)* is an outreach program of the *University of SC School of Library and Information Science*. It is designed to enhance existing literacy programs, provide literacy research specific to South Carolina, and train teachers and daycare workers, parents and others.

*The South Carolina State Library* is an independent state agency that provides research and information services to the public citizens of South Carolina. They work with SC's county libraries in the coordination of the Statewide Summer Reading Program, administered statewide in June and July each year.

*Volunteers of America/Turning Pages*, and their Rolling Readers program, work to recruit, train and places community volunteers to administer programs which read to and tutor struggling readers. The program also sponsors two book giveaways each year. PAIRS Affiliates were invited to participate in the programs this year.

Although staff of the daily newspapers compose the Advisory Board of the initiative, they also partner and provide to the affiliate programs. For example, PAIRS Affiliate programs have benefited from free class subscriptions to *The State* paper on two occasions. *The State's* Newspapers in Education (NIE) program offers class sets of newspapers to public school classrooms to be used for educational purposes. They have recently seen the benefit of offering these resources to out-of-school time programs and have provided affiliate programs with class sets of newspapers during the summer free of charge. NIE staff have also offered to provide free training to affiliate staff on using the newspaper as a learning tool for all grade levels.

**Purpose 3: To promote opportunities that support the creation of new reading programs.**

SC Afterschool Alliance / PAIRS Regional Trainings

In October 2005, the publication *How to Start an Effective Out-of-School-Time Program in South Carolina* was published as a project of PAIRS and the South Carolina Afterschool Alliance (SCAA). The guide is an excellent resource for individuals wanting to start a program or enhance an existing program. Literacy resources are included within the guide.

With the addition of two staff persons in Fall 2007, the SC Afterschool Alliance has begun conducting regional trainings around the state using the guide. PAIRS Affiliate members are provided the same benefits members of the alliance get – free registration for the trainings and access to accompanying material.

In November 2007, PAIRS was able to offer five affiliate members scholarships to attend the *Afterschool Academies*, a national professional development program that offers programming and practice in the core approaches and methods of effective extended learning time education. Funding was provided by the Charles Stewart Mott Foundation.

**Purpose 4: To develop communication, marketing, and research materials.**

PAIRS web-based sign-up

In April 2008, at the SC Afterschool Alliance conference, PAIRS staff introduced the ability for individuals to sign up for PAIRS Affiliate status online. The majority of the 25 members who have joined in the past year have used this function, which is located on the PAIRS website ([www.scpairs.sc.gov](http://www.scpairs.sc.gov)).

Moderated listserv/other communication materials

In May 2007, PAIRS staff began a moderated listserv for affiliates to communicate with one another. The listserv continues to be hosted by the SC Chief Information Office (CIO) and can be accessed online from the PAIRS website. PAIRS staff has also continued the publication of the bi-annual *Connections* newsletter.

**Purpose 5: To support activities involving reading and literacy statewide.**

SC Literacy Champions Project

In September 2008, the EOC gave final approval to the SC Literacy Champions Awards program, designed to promote sustainable models of higher education/K-12 public school service-learning partnerships to boost student reading achievement. Studies show that when service learning is connected to curriculum, young people make gains on achievement tests, complete their homework more often, and increase their grade point averages. Materials were purchased and created for post-secondary institutions



interested in applying for the award. The first awards are scheduled to be given out in Summer 2009.

#### Summer Reading Campaign

In May 2008, the printed Summer Reading supplement produced the past two years was replaced with a joint summer reading campaign with the SC State Library. Utilizing professional artwork created by the Collaborative Summer Library Program, online ads were created and ran on the websites of seven daily newspaper websites. The web ads linked to a web page that included literacy resources as well as information about the EOC, PAIRS and the SC State Library. Additionally, four print ads were created and ran during June and July in every SC daily and weekly newspaper. An op-ed was published in *The State* to bring awareness to the partnership and summer reading.

In their 2008 Evaluation Report, the SC State Library reported an increase in summer reading program participation this past summer over previous years. Of the 588,197 SC children who have library cards, 17 percent (99,500) children registered for the 2008 Summer Reading Program, and seven percent (39,802) children completed the program.

#### PAIRS-sponsored Literacy Track at SCAA Annual Conference

This year, PAIRS partnered with the SC Afterschool Alliance's annual conference in April 2008, hosting a "literacy track" within the conference. Conference attendees had the opportunity to attend nine workshops tailored to enhancing the literacy component of their programs. Additionally, PAIRS offered a "door prize" of \$1,000 worth of free books to one affiliate program attending the conference. The prize was a collaborative effort between PAIRS and the SC Independent Booksellers Association and was designed to allow one program with the opportunity to build or enhance their program's existing library.

#### Future Directions

##### **Focus attention on evaluation of affiliates.**

Annual evaluations of affiliates have proved to be a challenge. A paper survey was conducted last year and few were returned. An electronic survey conducted this year produced similarly low results. This year, focus groups of PAIRS Affiliates will be conducted to assess the needs of programs and individuals as well as assess various components of these programs and how PAIRS relates.

##### **Find creative ways to have impact**

The challenge for PAIRS, and the EOC this year, is to continue to make an impact amid financially tough times in the state. Full funding for projects like the Summer Reading Project will not be available this year. By utilizing the web more and exploring opportunities for earned media, the campaign can continue, but in a more cost-effective fashion.

**Promote engagement of higher education students involved in service learning** The development of the SC Literacy Champions Program has opened up the potential of connecting service learning in postsecondary institutions to literacy. The success of this effort will hopefully open up the opportunity to explore the connection between service learning and literacy in SC – one that has proved to be successful in other states.

**Consider innovative approaches to providing training and networking opportunities to PAIRS Affiliates**

The USC Library School and the Children's Libraries, and Literacy Initiative have had much success using technology to train librarians across the state. It is possible to offer affiliates the opportunity to go online to view a session on creative ways to bring books to life or participate in a panel discussion on engaging the faith community in literacy efforts as online sessions. These informative sessions could be accessed at various locations and times, instead of just benefiting the handful of people who attend the summit. PAIRS is researching working with SC Education Television and the two university initiatives on better utilizing technology to better serve affiliates.

## **Appendixes**

## **Appendix A**

### **By-Laws of Parents and Adults Inspiring Reading Success (PAIRS)**

#### **Article I: Name**

The name of the organization is Parents and Adults Inspiring Reading Success, hereafter referred to as "PAIRS".

#### **Article II: Mission and Purpose**

The mission of PAIRS is to encourage and support the achievement of reading literacy on grade level, with an intense focus on grades three through eight for every child in South Carolina by energizing broad collaboration and involvement in local communities (ie., extended learning opportunities, mentoring programs, literacy initiatives, etc.)

The guiding principles of PAIRS shall be:

- f* Reading is essential for success in school and life.
- f* Young people learn best when nurturing, caring adults provide motivation and support.
- f* The future of all South Carolinians depends on our ability to help our students reach their potential.

The purposes of PAIRS shall be:

1. to identify and recruit affiliate organizations promoting reading and literacy among adults and young people;
2. to facilitate connections between affiliate organizations, providing them support to enhance their individual missions;
3. to promote opportunities that support the creation of new reading programs;
4. to develop communication, marketing, and research materials; and
5. to support activities involving reading and literacy statewide.

#### **Article III: Advisory Board**

**Section 1:** The Advisory Board shall consist of one elected chair, as well as appointed members as described in Article III. The Chair will be elected annually among board members at the last board member of the calendar year.

**Section 2:** The Advisory Board shall advise and support PAIRS implementation statewide and in local communities.

No member of the PAIRS Advisory Board, or newspapers, shall derive any personal profit or gain, directly or indirectly, by reason of his or her participation with PAIRS. Each individual shall disclose to the PAIRS Advisory Board any personal interest which he or she may have in any matter pending before the PAIRS Advisory Board and shall refrain from participation in any decision on such matter.

**Section 3:** The PAIRS Board should be composed of the Publishers of South Carolina's daily newspapers.

**Section 4:** The Advisory Board shall advance the purpose of PAIRS directly or through its designees.

**Section 5:** The PAIRS Advisory Board shall meet at least twice a year, in person or by way of telephone conference.

**Section 6:** Bylaws may be amended at any board meeting by a majority of those present.

#### **Article IV: Organization**

**Section 1:** PAIRS is administered by the SC Education Oversight Committee (EOC).

**Section 2:** An appointed Advisory Board shall advise and support PAIRS implementation statewide and in local communities.

The PAIRS Advisory Board is composed of the Publisher from each of the daily newspapers in South Carolina. If the Publisher is not able to participate, a senior staff member shall be designated.

**Section 3:** The street address of PAIRS is: 1105 Pendleton Street, Blatt Building, Suite 227, Columbia, SC 29211

#### **Article V: Affiliates and Partners**

**Section 1.** *Affiliate Membership* in PAIRS shall be open to not-for-profit programs that concur with the mission and goals of PAIRS and act to implement the mission and goals.

PAIRS Affiliate members must pledge that their represented group does not discriminate based on the basis of race, color, national origin, religion, sex, or handicap in its practices related to employment or establishment and administration of its programs and initiatives.

Affiliate Meetings. There shall be one General Membership Meeting (e.g., PAIRS Summit) per year, at the time, place, and discretion of the Advisory Board.



- Section 2.** *Partnership in PAIRS* is open to organizations:
1. with a commitment to literacy and with whom a formalized relationship would benefit PAIRS Affiliate Programs (e.g., Allen University, USC);
  2. with similar or overlapping services (e.g., SC Afterschool Alliance)

- Section 3.** *Associate Status* in PAIRS is open to organizations:
1. with services or products which would benefit PAIRS Affiliates.

Participation does not constitute an endorsement by PAIRS. The PAIRS Advisory Board must approve all partnerships and requests for Associate Status.

Current dated 6/20/05

## Appendix B

County	No. Affiliates	No. Individual Affiliates	Met Goal	
Abbeville	0	0	N	
Aiken	2	0	Y	
Allendale	0	0	N	
Anderson	0	0	N	
Bamberg	0	0	N	
Barnwell	2	1	Y	
Beaufort	3	3	Y	
Berkeley	1	0	N	
Calhoun	1	0	N	
Charleston	3	2	Y	
Cherokee	0	0	N	
Chester	0	0	N	
Chesterfield	0	0	N	
Clarendon	3	3	Y	
Colleton	1	1	Y	
Darlington	0	0	N	
Dillon	2	2	Y	
Dorchester	1	1	Y	
Edgefield	0	0	N	
Fairfield	0	0	N	
Florence	1	12	Y	
Georgetown	4	1	Y	Total # of Affiliates: 80
Greenville	10	0	Y	Total # of Individual Affil: 48
Greenwood	2	0	Y	
Hampton	1	0	N	Total: 128
Horry	0	0	N	
Jasper	2	5	Y	Counties Met Goal: 24
Kershaw	3	0	Y	Counties Not Met Goal: 22
Lancaster	0	0	N	
Laurens	0	0	N	
Lee	1	0	N	
Lexington	3	2	Y	
Marion	2	2	Y	
Marlboro	0	0	N	
McCormick	0	0	N	
Newberry	0	0	N	
Oconee	0	0	N	
Orangeburg	1	1	Y	
Pickens	1	0	N	
Richland	15	6	Y	
Saluda	1	0	N	
Spartanburg	11	1	Y	
Sumter	3	1	Y	
Union	0	0	N	
Williamsburg	3	1	Y	
York	0	0	N	

current 10/14/08

## **EDUCATION OVERSIGHT COMMITTEE**

**Subcommittee:** Public Awareness Subcommittee

**Date:** December 8, 2008

### **REPORT/RECOMMENDATION**

Making an Impact During Challenging Times: EOC Communications Plan, 2008-2009

### **PURPOSE/AUTHORITY**

The communications plan incorporates the execution of targeted communications strategies with three primary objectives: to advocate for the utilization of data published on the annual school and district report cards to be used as tools for improvement; increase visibility of and urgency for public, parent, and community involvement in support of higher student, school, and system achievement; and to enhance understanding and impact of the accountability system by focusing on the 2010 goal and establishing a 2020 goal.

### **CRITICAL FACTS**

The plan outlines strategies and tactics to achieve the three primary objectives. The plan also discusses targeted strategies to reach the various audiences affected by the work of the EOC.

### **TIMELINE/REVIEW PROCESS**

Fiscal year 2008-09

### **ECONOMIC IMPACT**

**Cost:**

**Fund/Source:**

Public Awareness funds

### **ACTION REQUEST**

☐ **For approval**

☒ **For information**

### **ACTION TAKEN**

☐ **Approved**

☐ **Amended**

☐ **Not Approved**

☐ **Action deferred (explain)**

# **Making an Impact During Challenging Times: EOC Communications Plan, 2008-2009**

## **EOC Mission Statement**

*The mission is to effect the dramatic, results-based and continuous improvement of South Carolina's educational system by creating a truly collaborative environment of parents, educators, community leaders and policymakers.*

## **Introduction**

As outlined in the agency mission, the South Carolina Education Oversight Committee (EOC) is committed to positively influencing education in South Carolina by affecting dramatic, continuous improvement of the state's educational system. The values underlying the mission of the EOC are the following:

- A sole focus on what is best for students;
- A belief in broad-based inclusion and collaboration;
- A belief in standards, assessments, and *publicly* known results;
- The implementation of research and fact-based solutions that improve results; and
- A passion for immediate, dramatic and continuous improvement that is unaffected by partisan politics.

The work of the committee and staff is only effective when it is communicated widely, clearly, and efficiently to a variety of audiences. Open, accurate communication is a necessary component of the EOC's operation and the development and upkeep of a thorough communications plan is necessary to clarify and identify ways to improve how the EOC communicates with, relates to, and influences its various audiences. This plan has been developed and is updated annually to support and enhance the overall mission and values of the agency. Continuous feedback on the plan is welcome and essential.

## **Background**

It is imperative that the EOC provide clear, repeated, and open communication in order to earn public understanding and acceptance for its' objectives. In this world of 24-hour news, unlimited information available via the Internet, and instant communication, a message can get lost if the delivery is not geared for the intended audience.

Oftentimes, a message can get reduced to a sound byte or an image, especially if a form of media is the vehicle for the message. Think about political campaigns – the complexity of a candidate's vision is often reduced to a clever, memorable one-liner. Whether we love them or hate them, simple sound bytes make an impact.

Our communications strategy examines both reactive and proactive opportunities. Telling the story of the EOC's work and mission using a proactive, aggressive approach is preferable, rather than relying on others to interpret actions and issues. However, the prominence of "new media" (blogs, web-based material) and the decline of traditional, mainstream sources of media continues to create challenges for agencies and organizations in their communications. It has become harder – sometimes impossible – to control all messages. Keeping these issues in mind, the EOC continues to proactively confront the perceptions that the accountability system is harmful to schools and the children they serve and that publication of data can be harmful to individuals.

## **Listening and Learning**

To communicate effectively and build relationships, it is crucial to take the time and effort to listen to our various audiences, measuring current levels of awareness and understanding, and hearing issues of concern and conflict as they relate to desired objectives. A communications audit was conducted by the EOC in 2007. An online publication survey was sent out to school

administrators and support staff, as well as school board members. In addition, staff from the EOC and the SDE conducted an evaluation of the school and district report cards.

A summary of the audits pointed out stylistic characteristics of many EOC reports: length, organization, terminology, and presentation of statistical data. The way information was presented often created an obstacle for policy makers, parents, and other interested readers, who often are not trained in the statistical techniques needed to understand complicated studies. The use of complex tables and research jargon can frustrate an involved reader, even with considerable interest. The EOC continues to make efforts to recognize the results and achieve high impact in agency communication.

### **Impact Communications**

At the EOC Retreat in August 2006, members expressed the need to simplify regular communications and strive for “high impact.” The discussion centered on the release of the state’s progress toward the 2010 Goal, typically released annually in January. At the direction of EOC members, staff produced a “postcard-size” publication with SC’s ranking on measures for which there was a national measure.

In 2006, the news conference format announcing the release was replaced with a meeting of representatives from K-12, higher education, and the state’s technical college system. In 2007, a larger event was held featuring speakers from higher education and business. Both the postcard and the innovative approach to the release of SC’s results toward the goal proved successful.

As a result of this experience and the continual feedback from key constituents, staff now determines whether a communication meets the “high impact test.” Is the final product something to be used to provide information on a quick, easy-to-read format or is it something that users will refer to repeatedly? In the case of the 2010 Goal postcard, feedback suggests that we managed to accomplish both. In 2006, the cards were re-printed because of additional requests for copies from school districts. In 2007, supply was depleted early on.

### **Making an Impact During Challenging Times**

The challenge for the EOC this fiscal year is to continue to make an impact amid financially tough times in the state. This year’s plan includes tactics which are intended to be both effective and cost-efficient.

## **Objectives**

The following objectives are aligned with the goals and objectives of the EOC (adopted in 10/08):

1. Advocate for the utilization of data published on the annual school and district report cards to be used as tools for improvement.
2. Increase visibility of and urgency for public, parent, and community involvement in support of higher student, school, and system achievement.
3. Enhance understanding and impact of the accountability system by focusing on reaching the 2010 goal and establishing a 2020 goal.

A detailed analysis of each objective follows, with outlined strategies and tactics outlined for each.

### **1. Objective One**

Advocate for the utilization of data published on the annual school and district report cards to be used as tools for improvement.

#### **1.1 Strategy 1:**

Conduct a comprehensive, statewide public engagement strategy to aid in the establishment of school and student performance indicators (Section 59-18-900) as well as statewide education goals and aspirations.

##### ***Tactics:***

- Work with partners at Clemson University to conduct statewide opinion research (statewide focus groups, telephone surveys, web-based surveys).
- Establish and maintain communication methods to educate public and educators prior to, during, and after implementation of revised accountability system.
- Communicate results of public opinion research effectively to reach overall objective.
- Conduct December 2009 public hearing.

#### **1.2. Strategy 2:**

Provide context for 8<sup>th</sup> state report card information for state and local audiences.

##### ***Tactics:***

- Update online report card search engine, in partnership with SC Interactive.
- Revise report card communication materials and make available via the web.

#### **1.3. Strategy 3:**

Increase the utilization of data published on report cards for decisions making purposes.

##### ***Tactics:***

- Meet with SC daily newspaper Editorial Boards
- Focus briefings/publications to legislators on report cards
- Focus briefings/publications to school boards on report cards, in partnership with SCSBA
- Focus briefings/publications to statewide/local media on report cards.
- Work with SCDE in development of 2009 online, interactive report card.

### **2. Objective Two:**

Increase visibility of and urgency for public, parent, and community involvement in support of higher student, school, and system achievement.

#### **2.1. Strategy 1:**

Increase the utility and effective use of data and recommendations by ensuring various audiences have ready access to EOC data relevant to their needs.

##### ***Tactics:***



- Continue to send out monthly “At a Glance.” Send out monthly edition to individuals who have signed up to receive electronic publications from the EOC. Continue to include a web bank of the publications on the EOC website.
- Post technical information related to published reports on the web.
- Work to engage news media in EOC meeting activities.
- Utilize graphics and photographs, which are accessible and attractive to readers.
- Continue the publication of technical documentation (*Accountability Manual*) for education administrators. Revise format of manual to make document printing more cost-efficient.
- Support other agencies in activities which celebrate the accomplishment of SC schools and students.

## **2.2. Strategy 2:**

Advocate quality teaching and learning experiences so that all children can learn at high levels.

### ***Tactics:***

- Continue teacher appreciation campaign to include famous faces who have ties to South Carolina. Design campaign around genuine appreciation for teachers.

## **2.3. Strategy 3:**

Build public support for education improvements in state.

### ***Tactics:***

- Work with stakeholder groups to understand state aspirations and the tasks necessary to achieve those aspirations.
- Continue development of PAIRS initiative, to improve statewide student reading proficiency.
  - Recruit/retain faith community partners
  - Recruit/retain business and education partners
  - Continue summer reading project on web.
  - Recruit corporate sponsorships for reading initiatives.
  - Promote engagement of higher education students involved in service learning through SC Literacy Champions program.
- Utilize Tips Booklets with various education, community and business groups.

## **2.4. Strategy 4**

Extend parental and community involvement efforts to support young people as they progress through school, particularly at transitions between school levels.

### ***Tactics:***

- Utilize “Be There Campaign” in partnership with SC-NSPRA, SCSBA, and four partnering school districts.
- Publish and communicate results of parent, teacher, and student surveys in format for principals, superintendents, etc. to better utilize.
- Publish family-friendly versions of the content standards. Distribute PSAs in daily and non-daily newspapers to encourage wide electronic distribution.
- Work with SC State Library to transition family-friendly English Language Arts Standards to web-based format in SchoolRooms program.

## **3. Objective Three:**

Enhance understanding and impact of the accountability system by focusing on reaching the 2010 Goal and establishing a 2020 Goal.

*By 2010, South Carolina’s student achievement will be ranked in the top half of states nationally. To achieve this goal, we must become one of the five fastest improving systems in the country.*

### **3.1. Strategy 1:**

Develop and distribute high-impact, public friendly reporting materials on the achievement of 2010 Goal.

#### ***Tactics:***

- Continue impact publication of *Where Are We Now*
- Plan *Where Are We Now* release “event” (potential issues to target: reading, education funding).
- Communicate more effectively and efficiently with EOC members using edublog.
- Conduct communications audit using Cogix software involving 1,900 member e-mail database (audience for monthly *At a Glance*.)
- Update key constituencies on progress and achievement in all EOC publications.
- Communicate agency priority to have no tolerance for low-achieving schools.

### **3.2. Strategy 2:**

Promote significant gains in achievement.

#### ***Tactics:***

- In publications and presentations, highlight successes and improvements made.
- Support other agencies in activities which celebrate the accomplishment of SC schools and students.

### **3.3. Strategy 3:**

Emphasize the importance of the high school diploma in all EOC publications and actions.

Action / Work Plan (10/2008)

Plan Key	Product / Deliverables	Target Audience(es)	Individuals Involved	Proposed dates
2.1.	Monthly publication of <i>At a Glance</i>	Legislators, education community, media, e-mail recipients	EOC staff	November 2008: Report Cards December 2008: Where Are We Now? January 2009: CDEPP February 2009: Palmetto Gold and Silver / Gap March 2009: Annual Report April 2009: Open May 2009: Parent Survey June 2009: Legislative Investments July 2009; August 2009; September 2009; October 2009; November 2009
1.3	Report card media briefings	Media	EOC/SCDE staff	November 2008
1.3.	Editorial Board visits – report card release	Daily newspaper editorial boards	EOC staff, SCDE	November 2008
1.2.	Report Card Online search engine	Parents, Educators, Business community, etc.	EOC staff, SC Interactive	November 2008
1.2	Report Card communication materials update	School districts, parents, SC General Assembly	EOC staff	November 2008
2.2.	Teacher Appreciation Campaign	General public	EOC staff	November 2008
3.1	Where are We Now release / event	Media, educators, legislators, general public	EOC members, staff	December 2008
3.	EOC Annual Report	Legislators, media, education community	EOC staff	March 2009

1.3	Interactive report card	General Public	EOC staff, SCDE staff	April 2009
1.1	Communication of comprehensive public engagement studies	EOC members, General public	EOC staff, Clemson University, stakeholder groups	April 2009
2.3.	Summer Reading Guide (online)	Parents, teachers, students	Yow, newspaper partners, SC State Library	May 2009
3.1	Broad communications audit	EOC E-mail database	EOC staff	June 2009
2.1.	2009-2010 Accountability Manual	Education administrators	EOC staff	June 2009
2.4.	Family-Friendly Content Standards Guide (English and Spanish)	Families, Educators	EOC Staff	June 2009
2.4.	Interactive Family-Friendly Content Standards Guide (English Language Arts)	Families, Educators	EOC, SC State Library, SCDE	June 2009
2.3	SC Literacy Champions Award	EOC, higher education, general public, K-12 schools	EOC members, EOC staff, partners and funders	August 2009
2.1.	Recognition of Palmetto Gold and Silver / Gap recipients	Local and regional media outlets, legislators, education community, minority and faith communities.	EOC members, staff; SCDE	TBD

2.3.	TIPS Brochures	Business community, community members, parents	EOC staff	Ongoing
2.3.	<i>Connections</i> Newsletter	Education community, faith community, extended learning and afterschool providers, volunteers, literacy partners	Yow	Fall / Winter 2008 Spring / Summer 2009
2.3.	PAIRS Partner / Affiliate Recruitment Presentations	Business community, education community, faith community, extended learning and afterschool providers, volunteers, literacy partners	EOC staff	Ongoing
2.3.	Presentations tailored for various audiences	TBD	EOC	Ongoing